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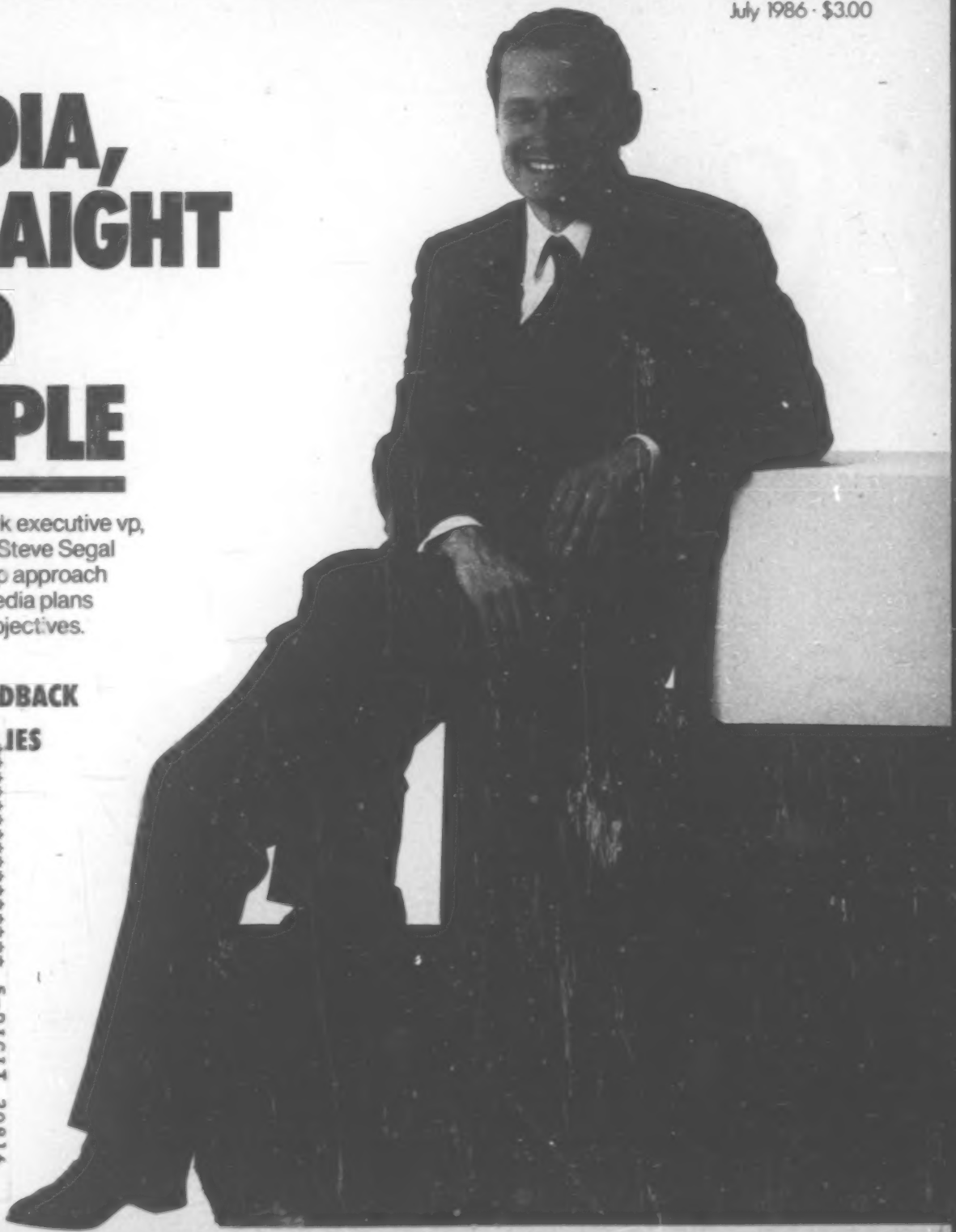
MARKETING & MEDIA
DECISIONS

THE TOP 200 BRANDS OF 1985

July 1986 · $3.00

MEDIA, STRAIGHT AND SIMPLE

Lowe Marschalk executive vp, media director Steve Segal has a three-step approach for marrying media plans to marketing objectives.



MERGER FEEDBACK

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MARKETING & MEDIA DECISIONS

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Media director Steve Segal chooses to leave the flash to his colleagues in Lowe Marschalk's creative department. Segal prefers to quietly pursue the best possible media plans to match the clients' marketing objectives.

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This year, our Top 200 Directory supplies detailed media breakouts of ad dollars for each of the top-spending products and services of 1985 (beginning on page 60). An alphabetical index guides you to those that made the grade (page 55). We haven't forgotten the brand families, however. Included in this special annual section is a ranking of the top ten advertising categories along with the top five brand families in each, again broken out by media (page 56).

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How much research is enough, or effective? While useful, findings from focus groups should be kept in proper perspective.

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help Stroh to develop its business globally."

William Kalan, *director of advertising services for Gillette International:* "Gillette has been trying to consolidate its agencies worldwide. But at the same time it has been very careful about not destroying good relationships. I wouldn't [shrink the business] to one agency merely for the sake of putting together a neater organizational chart."

Alan Pottasch *(Pepsi):* "From our point of view it's a question of picking the best agency you can wherever you're doing business. The heck with being able to say we've got one agency worldwide. We're dealing with 44 different languages and dialects in over 140 countries, with over 15 different religions. What is the value of universality in management? Not much."

M&M/D: What effect could agency get-togethers have on their creative departments as well as the creativity of their media buying departments?

Len Sirowitz *(Rosenfeld, Sirowitz & Humphrey):* "It's going to affect creativity because it will reduce the incentive for young, creative people. Before, they may have been close to the top, but because of the mergers, they may find that they are farther away."

Allen Rosenshine *(BBDO):* "Our merger is not predicated on improving creativity. The creative person who has neared the top rung and now has to compete with people from other agencies at the same level because of a merger shouldn't worry. What the creative type wants today is equity and stability. A bigger company offers more job security."

Jay Chiat *(Chiat/Day):* "Creativity is not a victim of all this. The advertising that is coming out of these agencies is not that creative anyhow. But I don't think it's going to get any worse. Size doesn't hurt creativity."

M&M/D: Why are agencies merging with such fury now? Is the ad industry imitating the merger/acquisition frenzy going on elsewhere in business?

Alan Gottesman *(L.F. Rothschild):* "No, I don't think they're [following other industries'] example. What corporate America was doing — even the media companies — was closing the gap between the private market values and what shareholders in the public market were getting for these things. With ad agencies, the spread between the private values and public values has been different. The private market values have been less."

Jay Chiat *(Chiat/Day):* "The goal is individual wealth. These networks are not that well thought out. The Saatchis started this thing by thinking that it was neat to be big. Most of the other agencies are just being reactive."

Hal Katz *(Vitt Media):* "They're

Mowery

Kalan

doing it for money, for personal gain. There's nothing else to it. If the Saatchis came to you and said 'We'll give you $100 million for your agency,' what would you do?"

Rosenshine

Decker

Norm Goldring *(CPM Inc.):* "Why now? It's partly financial — it's how people at the top cash in these days.

"But it leaves disincentives to perform well either way: You either get fat or you get screwed. While the marketplace is begging to be addressed, people are looking at the business aspect of advertising instead of at clients' businesses. It's funny, all these years I always thought agency people didn't know anything about running a business, but now all of a sudden they have become mavens."

Herb Baum *(Campbell Soup):* "It was panic in the streets when they saw Saatchi trying to buy up people. Others figured they'd better get into it because it was eat or be eaten."

Alan Pottasch *(Pepsi):* "I can't really understand it. 'Why?' was the first question I asked when I heard about it . . . 'Why?' And I really haven't heard any terrific answers, except eat or get eaten." ■

OUR READERS TELL US . . .

Research USA, Chicago, contacted a sampling of our readers at both agencies and clients to uncover their thoughts on mergers.

1.) Do you expect your agency to merge within the year? (Base = 449)

Yes 4.7%, No 63.1%, Has Already 30.2%, no answer 2.0%

2.) Do you feel the "urge to merge" in the advertising field will continue as strongly over the next 12 months as it has over the past 12 months?

Yes 43.6% 54.4% No
no answer 2.0%

3.) To what extent do you agree or disagree with the following statements?

"Media departments in the new 'mega-agencies' will have more buying leverage than departments in smaller agencies."

Strongly agree	25.5%
Agree somewhat	39.6%
Neutral	12.8%
Somewhat disagree	15.4%
Strongly disagree	6.0%
No answer	.7%

"The bigger my agency gets, the better able it will be to serve its clients."

Strongly agree	4.0%
Agree somewhat	16.1%
Neutral	25.5%
Somewhat disagree	41.0%
Strongly disagree	13.4%

4. Will the creation of mega-agencies lead to more clients moving their media planning and buying in-house?

Yes 41.6% 57.1% No
1.3% no answer

J&J's Medipren, does not include network buying either. Instead, behemoth Young & Rubicam gets the honors.

But both Lesser and Segal hope that the new setup will steadily attract more clients, and as more clients join the ranks, the agency's network billings will rise. That naturally would also increase the overall profitability of the agency as it begins to collect hefty network commissions.

Lesser's belief is that L-M is well positioned to offer clients top-drawer service, an advantage he feels will become even more valued in this era of agency megamergers. "I maintain that those mega-structures will be so starved of capable people to lead them that there might be a lot of disappointments," Lesser asserts.

Certainly, Lowe Marschalk strives for a service-oriented atmosphere. Throughout the entire agency, management preaches a credo of providing an integrated approach of research, creative, marketing and media." Our culture is much more open. Clients have a relationship with the account people, but also have direct relationships with the media people and creatives," tells John Oliver, a senior vice president and account executive. Oliver, a 21-year veteran of the agency and at one time the agency's media director, is fond of tartly reminding that "marketing and media should have more in common than the fact that they start with the same letter."

The culture also dictates to go the extra mile for the client. Even stern task master Bill Lynn acknowledges that L-M goes beyond the call of duty. For example, the agency prepared an in-depth study of the youth market, a piece of research that all Coca-Cola brands will use.

"I would guess that Lowe Marschalk over the last two or three years has taken a little more initiative than some of our other agencies," Lynn notes. But he adds, "remember that SSC&B and McCann deal with brand Coca-Cola problems which makes life a little more short term for them. The future means next week to them," he laughs. "Still, the easiest thing for Marschalk would have been for them to simply sit back, and they have not," he emphasizes.

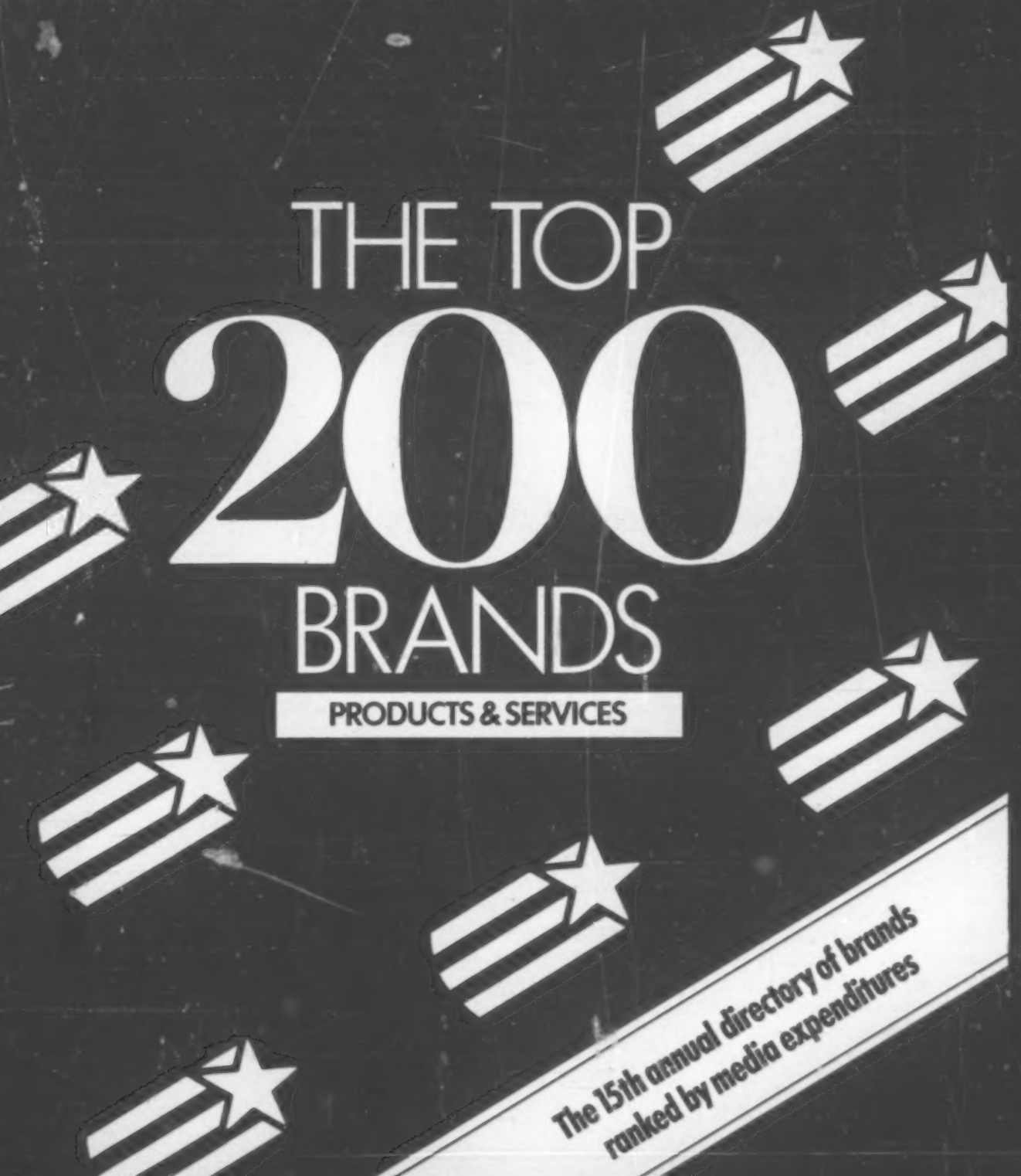
Quite the opposite. Though their personalities may be radically different, both Lesser and Segal share one unquenchable trait: to grow, grow and grow. Lesser, described by agency personnel as casual on the surface but a very picky and demanding boss, envisions that one day his agency will be a billion dollar empire. He is equally sure that Lowe Marschalk's new setup will let it more than hold its own against the Big 10 agencies.

"They are caught up in their own infrastructures, and there are a lot of people in those agencies who sit around with big titles and big offices and make pronouncements," scorns Lesser. "We don't have that kind of mentality here. We have a working mentality. Our people, including media, have stripped the business of all of that pomp. That's our secret." ■

Media's Tatnell (right) works closely with account executive Oliver.

MARKETING & MEDIA

DECISIONS



THE TOP 200 BRANDS

PRODUCTS & SERVICES

The 15th annual directory of brands ranked by media expenditures

FROM THE TOP

This year's Top 200 Brands Directory, which is celebrating its fifteenth anniversary, is the most exact breakdown ever reported by this magazine. In the following pages, we report the top ten advertising categories for 1985 (as defined by Leading National Advertisers), plus the top five brand-name spenders in each of these categories. Then, the body of this year's report goes one step further. Rather than follow the procedures of the past, when many divergent products were gathered collectively under the parent brand's name, we have isolated individual products and services to tell the story of exactly who spent what and where in the battle for consumer attention.

For example, rather than totaling spending for all Coca-Cola soft drinks under the Coca-Cola name, you will find individual entries for flagship Coca-Cola and Diet Coke. Chevrolet's spending is segmented into the dollars supporting the most advertised separate models or dealer units. And instead of combining spending for all Marlboro cigarettes — regular, menthol, 100's, 25-packs, Lights — each type makes its bid for inclusion in this ranking based on its individual spending.

Because of the way this report was organized, new products or campaigns may not have comparable 1984 figures. For example, Apple II Computer Systems qualified this year with an umbrella campaign for all Apple II models. Leading National Advertisers, however, has nothing to compare this overall approach to in 1984.

For each entry, we report ad expenditures in eight media — network tv, spot tv, cable tv networks, newspapers, consumer magazines, national Sunday magazines, network radio and outdoor — and the key media decision-makers at its immediate parent company and its agency or agencies. Spot radio has been excluded from this year's report.

In the majority of cases, we were able to match the data from the contributing measurement services — Leading National Advertisers (LNA), Publishers Information Bureau (PIB), Broadcast Advertisers Reports (BAR), Media Records, Inc., the Institute of Outdoor Advertising and our own *Decisions* estimates. In a few cases, determining spending for such specific entries required adjusting data to make sure we had an apples-to-apples comparison. Therefore, when Media Records reported an overall total for Nissan vs. LNA's breakouts by models, we determined each model's share of overall Nissan spending as reported by LNA, and then applied this percentage to the Media Records total to arrive at a newspaper estimate.

It should also be noted that due to the specific nature of our ranking, joint ads promoting two or more different products are presented separately from the solo product reports. Therefore, Marlboro's ad campaign to introduce its 25-cigarette packs, which featured both regular Marlboros and Marlboro Lights, qualifies as a separate entry from either Marlboros or Marlboro Lights.

The result of these efforts is the most detailed report of its kind, giving the full scorecard on the heaviest spending individual branded products or services. Following is an alphabetical index to those that qualified, and all you need to know about these big spenders: product or service, parent company, dollars invested by medium, total ad dollars, marketing and brand management team at the parent and personnel at the principal agencies representing the brand.

A warm thanks to all involved.

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1985 TOP TEN ADVERTISING CATEGORIES AND THEIR TOP BRAND FAMILIES

	Eight-media total ($000)	PIB Magazines ($000)	PIB Sunday magazines ($000)	BAR Network television ($000)	BAR Spot television ($000)	BAR network radio ($000)	LNA Outdoor ($000)	BAR Network cable ($000)	MEDIA RECORDS Newspapers ($000)
1. Restaurants, hotel dining & nightclubs									
1985	$1,126,744	$ 8,746	$ 668	$421,264	$658,234	$ 220	$ 34,540	$ 3,073	(No data)
1984	958,380	6,264	724	360,324	563,621	304	26,644	(No data)	(No data)
1. McDonald's Corp.									
1985	312,336	874	—	184,882	118,047	195	6,914	1,425	(No data)
1984	259,717	672	—	162,462	91,454	—	5,129	(No data)	(No data)
2. Burger King Corp.									
1985	155,943	10	—	71,096	83,873	1	964	—	(No data)
1984	130,491	320	—	51,316	78,116	—	740	(No data)	(No data)
3. Wendy's restaurants									
1985	86,688	762	—	44,274	39,446	—	1,797	408	(No data)
1984	75,232	13	—	34,688	38,818	—	1,711	(No data)	(No data)
4. Kentucky Fried Chicken Food Service									
1985	76,402	46	—	44,565	30,702	—	720	370	(No data)
1984	63,318	—	—	39,159	23,680	—	479	(No data)	(No data)
5. Pizza Hut restaurants									
1985	64,457	—	—	18,433	44,889	—	739	397	(No data)
1984	58,393	32	—	18,207	39,980	—	174	(No data)	(No data)
2. Passenger cars, domestic									
1985	$ 726,673	$195,707	$ 4,334	$365,555	$ 91,208	$10,156	$ 6,328	$12,085	$ 41,299
1984	702,670	197,289	1,821	375,994	86,463	7,850	5,301	(No data)	27,952
1. Ford									
1985	206,465	63,683	420	107,280	16,797	3,445	1,696	3,782	9,361
1984	172,990	55,956	28	94,639	12,740	701	1,458	(No data)	4,468
2. Chevrolet									
1985	105,104	19,232	1,319	56,153	15,651	800	1,838	1,357	8,752
1984	101,443	18,841	—	73,737	3,037	268	1,338	(No data)	4,211
3. Chrysler									
1985	79,512	23,890	399	34,296	9,377	1,077	1,619	1,476	7,300
1984	53,531	13,277	113	29,229	7,898	1,126	699	(No data)	1,989
4. Dodge									
1985	58,063	17,877	123	24,982	11,092	572	106	2,220	1,093
1984	57,144	16,749	829	26,673	7,478	1,645	571	(No data)	3,199
5. Mercury									
1985	57,624	9,268	731	33,376	10,434	—	76	1,222	2,518
1984	71,073	15,023	—	33,997	20,957	—	288	(No data)	808
3. Cigarettes									
1985	$ 829,281	$368,074	$66,628	—	$ 307	—	$210,774	—	$183,497
1984	884,119	416,323	64,115	—	223	—	183,977	(No data)	219,481
1. Marlboro									
1985	116,291	51,691	5,799	—	—	—	29,737	—	29,064
1984	84,490	39,639	1,291	—	—	—	14,233	(No data)	29,328
2. Winston									
1985	59,561	13,062	6,535	—	—	—	29,212	—	10,843
1984	40,924	15,299	3,803	—	—	—	13,139	(No data)	8,683
3. Virginia Slims									
1985	55,508	26,733	4,310	—	90	—	10,583	—	13,793
1984	30,613	18,245	1,953	—	128	—	6,160	(No data)	4,127
4. Merit									
1985	53,488	43,212	453	—	—	—	7,401	—	2,422
1984	64,210	32,475	5,053	—	—	—	7,873	(No data)	18,809
5. Vantage									
1985	44,258	28,109	2,770	—	—	—	7,827	—	5,550
1984	61,367	35,597	6,609	—	—	—	1,408	(No data)	17,754

	Eight-media total ($000)	PIB Magazines ($000)	PIB Sunday magazines ($000)	BAR Network television ($000)	BAR Spot television ($000)	BAR network radio ($000)	LNA Outdoor ($000)	BAR Network cable ($000)	MEDIA RECORDS Newspapers ($000)
4. Beer									
1985	$ 615,701	$ 36,189	$ 884	$340,106	$174,073	$11,932	$ 12,668	$26,622	$ 13,227
1984	588,473	20,340	427	373,142	159,798	7,584	14,490	(No data)	12,691
1. Miller									
1985	152,706	5,390	—	103,591	19,271	88	921	4,191	1,925
1984	127,248	1,870	—	104,930	18,514	—	657	(No data)	1,279
2. Budweiser									
1985	133,978	3,169	297	74,446	34,341	4,873	2,265	11,471	3,117
1984	131,972	2,953	—	93,421	29,087	2,179	2,123	(No data)	2,246
3. Michelob									
1985	67,144	6,203	31	39,781	13,242	3,990	382	3,176	339
1984	61,330	2,040	—	49,566	6,643	2,017	252	(No data)	812
4. Coors									
1985	58,783	2,068	—	18,076	33,696	—	1,258	1,630	2,055
1984	36,796	7	—	11,218	24,398	—	517	(No data)	657
5. Stroh's									
1985	31,240	1,501	77	22,643	2,995	—	1,047	2,430	547
1984	38,796	1,988	—	27,780	5,936	—	2,642	(No data)	450
5. Car dealers and services (including used cars in LNA-measured media)									
1985	$ 906,449	$ 792	$ 378	—	$571,517	$ 2	$ 29,341	$ 225	$304,194
1984	704,104	926	321	—	445,070	—	21,347	(No data)	236,440
1. Chevrolet									
1985	122,289	—	—	—	83,615	—	4,525	—	34,150
1984	96,259	8	—	—	63,580	—	3,667	(No data)	29,003
2. Ford									
1985	120,192	86	—	—	89,864	—	4,598	—	25,644
1984	98,900	101	—	—	74,608	—	3,287	(No data)	20,904
3. Nissan/Datsun									
1985	59,393	—	—	—	49,165	—	341	—	9,888
1984	40,244	—	—	—	33,041	—	70	(No data)	7,134
4. Oldsmobile									
1985	56,019	57	—	—	40,205	—	1,464	—	14,293
1984	35,355	7	—	—	24,491	—	856	(No data)	12,001
5. Pontiac									
1985	46,545	—	—	—	36,873	—	1,427	—	8,244
1984	35,010	10	—	—	27,118	—	664	(No data)	7,217
6. Passenger cars, imported									
1985	$ 581,725	$175,084	$ 3,030	$210,575	$125,441	$ 4,303	$ 4,387	$ 8,049	$ 50,856
1984	458,556	149,827	2,801	160,258	108,796	3,045	3,531	(No data)	30,299
1. Toyota									
1985	70,002	10,344	31	17,920	35,221	907	1,398	1,165	3,010
1984	52,649	9,950	28	8,669	30,637	54	1,169	(No data)	2,142
2. Honda									
1985	57,317	16,903	285	32,697	1,546	3,154	25	1,767	941
1984	40,557	11,017	327	21,441	3,458	2,647	45	(No data)	1,622
3. Nissan/Datsun									
1985	56,112	12,836	—	18,648	21,358	—	1,032	654	1,585
1984	61,578	11,794	169	30,224	17,400	—	542	(No data)	1,448
4. Volkswagen									
1985	54,836	19,824	337	26,459	5,316	—	307	566	2,027
1984	49,887	18,766	491	20,098	6,031	—	759	(No data)	3,743
5. Mazda									
1985	50,150	16,140	—	27,366	4,337	—	8	1,259	1,040
1984	29,360	13,350	—	12,708	2,982	—	6	(No data)	314
7. Department stores									
1985	$ 520,367	$ 41,407	$ 2,676	$152,054	$296,961	$21,135	$ 2,228	$ 3,906	(No data)
1984	519,313	44,977	4,213	209,845	251,543	7,161	1,574	(No data)	(No data)
1. Sears									
1985	142,461	9,898	105	91,280	21,411	16,700	42	3,026	(No data)
1984	170,024	9,535	497	133,652	19,662	6,670	7	(No data)	(No data)

	Eight-media total ($000)	PIB Magazines ($000)	PIB Sunday magazines ($000)	BAR Network television ($000)	BAR Spot television ($000)	BAR network radio ($000)	LNA Outdoor ($000)	BAR Network cable ($000)	MEDIA RECORDS Newspapers ($000)
2. Penney's									
1985	62,980	3,712	21	44,552	14,184	—	153	358	(No data)
1984	49,404	4,824	—	34,030	10,406	—	145	(No data)	(No data)
3. K mart									
1985	48,446	9,843	—	16,222	17,181	4,435	252	513	(No data)
1984	70,448	14,735	—	42,088	12,906	490	228	(No data)	(No data)
4. Macy's/Bambergers									
1985	18,063	1,324	531	—	16,206	—	2	—	(No data)
1984	15,660	1,191	620	75	13,773	—	—	(No data)	(No data)
5. Wal-Mart									
1985	13,332	—	—	—	13,331	—	1	—	(No data)
1984	10,448	—	—	—	10,448	—	—	(No data)	(No data)
8. Telephone companies, public and private									
1985	$ 658,605	$112,483	$ 4,602	$143,783	$195,441	$19,565	$ 2,204	$ 3,807	$176,720
1984	643,272	87,204	2,900	216,502	144,397	16,191	1,486	(No data)	174,593
1. AT&T									
1985	308,140	67,780	2,929	135,689	29,059	19,565	78	3,475	49,565
1984	338,763	55,327	1,673	201,773	15,931	16,191	4	(No data)	47,865
2. GTE									
1985	77,853	7,701	—	8,041	48,559	—	21	149	13,382
1984	48,455	6,038	—	14,129	16,990	—	—	(No data)	11,299
3. MCI									
1985	33,487	1,685	—	—	30,314	—	—	—	1,488
1984	35,764	623	—	—	31,627	—	21	(No data)	3,491
4. Southwestern Bell									
1985	19,441	2,014	595	—	9,462	—	84	—	7,286
1984	20,057	783	299	—	12,949	—	228	(No data)	5,798
5. South Central Bell									
1985	10,776	4,197	—	—	5,048	—	27	—	1,504
1984	9,787	3,411	—	—	4,720	—	—	(No data)	1,656
9. Cereals									
1985	$ 464,228	$ 22,228	$ 1,219	$288,023	$130,867	$ 2,266	$ 24	$16,360	$ 3,241
1984	370,403	9,765	664	229,741	125,492	615	10	(No data)	4,118
1. Kellogg's									
1985	174,441	57	—	135,691	34,450	—	—	4,125	119
1984	154,018	304	283	119,750	32,440	—	10	(No data)	1,232
2. General Mills									
1985	75,826	2,630	—	24,340	42,736	433	—	5,221	467
1984	58,633	442	—	18,292	38,796	520	—	(No data)	583
3. Post									
1985	73,711	11,130	1,054	38,494	19,066	636	—	2,297	1,035
1984	52,672	4,295	128	26,117	21,103	95	—	(No data)	935
4. Cheerios									
1985	29,614	30	—	11,401	16,222	—	—	1,945	16
1984	23,031	3	—	7,951	15,055	—	—	(No data)	22
5. Wheaties									
1985	14,547	644	—	11,999	1,285	—	24	579	16
1984	9,856	71	—	8,044	1,734	—	—	(No data)	8
10. Miscellaneous retail									
1985	$ 436,155	$ 27,163	$ 2,099	$ 87,692	$262,500	$20,202	$ 30,996	$ 5,504	(No data)
1984	350,507	34,570	3,507	65,928	214,236	14,139	18,127	(No data)	(No data)
1. True Value Stores									
1985	44,233	5,866	—	14,656	13,126	9,049	44	1,492	(No data)
1984	41,275	4,558	—	11,843	14,640	10,201	33	(No data)	(No data)
2. Midas Muffler Shops									
1985	37,584	—	—	17,823	19,667	—	95	—	(No data)
1984	27,733	1,200	—	13,934	12,585	—	14	(No data)	(No data)
3. Firestone Auto Center									
1985	17,783	—	—	17,568	105	7	1	101	(No data)
1984	14,829	2	216	12,153	2,458	—	—	(No data)	(No data)
4. Toys "R" Us									
1985	16,877	2,464	—	3,294	10,781	—	339	—	(No data)
1984	14,094	866	—	—	13,045	—	184	(No data)	(No data)
5. Eckerd Drugs									
1985	16,274	206	—	1,889	13,159	—	8	1,012	(No data)
1984	12,096	14	—	1,656	10,426	—	—	(No data)	(No data)

THE TOP 200

Marketing & Media Decisions' guide to the biggest-spending advertisers of 1985 and the people who placed those dollars.

1. McDONALD'S RESTAURANTS

McDonald's Corp.

	Media investments 1985	1984
Magazines	$ 353,000	$ 123,000
Natl. Sun. mags.	—	—
Network tv	184,882,000	162,326,000
Spot tv	117,838,000	91,357,000
Network radio	195,000	—
Outdoor	6,914,000	5,105,000
Network cable	1,425,000	(No data)
Newspapers	(No data)	(No data)
Total	**$311,607,000**	**$258,911,000**

Marketing/brand management:
Sr exec vp mktg, Paul D. Schrage
Sr vp mktg, Peter A. Nelson
Vp natl mktg, David B. Green
Asst vp media, Laurie A. Grace
Asst vp mktg, Emil Teri
Vp adv, Roy Bergold
Agency: Leo Burnett, Chicago
Exec vp media srvcs div, Willard Hadlock
Media dirs: Sally Hunter, Mary Ann Cycyota
Acct dirs: Linda Wolf, Jerry Conner
Black agency: Burrell, Chicago
Vp-mgmt supr, Linda Pharr
Vp-media dir, Nick Howse
Vp-acct dir, Alan Dinwiddie
Acct supr, Renee Neely
Acct execs: Gregory French, Robert Jackson
Media supr, Sherman Davis
Asst acct execs: Larry Calhoun, Gregory Johnson
Hispanic agency: Conill, N.Y.
Vp-acct supr, Charles F. Magee, Jr.
Media dir, Ilia Leon

2. BURGER KING RESTAURANTS

Burger King Corp.

	Media investments 1985	1984
Magazines	—	$ 121,000
Natl. Sun. mags.	—	—
Network tv	$ 71,096,000	51,316,000
Spot tv	83,873,000	78,116,000
Network radio	—	—
Outdoor	964,000	738,000
Network cable	—	(No data)
Newspapers	(No data)	(No data)
Total	**$155,933,000**	**$130,291,000**

Marketing/brand management:
Vp mktg, Thomas C. Sawyer
Dir mktg rsrch, Barry Schwartz
Dirs adv & prom: Tom Kettinger, Tom Kupciunas, Ray Hood Phillips, Greg Thomas, Melanie Wisniewski
Dir fld mktg: Dick Ambrose
Dir media, Denis Hitchmough
Parent: Pillsbury Co.
Agency: J. Walter Thompson, N.Y.
Sr vp-mgmt dirs: Jim Heekin (natl), Robert Norsworthy (fld)
Sr vp-acct dirs: John Tracosas (natl), Dennis McCart (fld)
Vp-acct suprs: Anne Allen, Kendall Crolius
Acct execs: Susan Hagopian, Matt Heller, Phil Shaw
Exec vp-U.S. dir media srvcs, Richard Kostyra
Sr vp-dir media plng, John Gray
Sr vp-assoc media dir (net neg), Arnold Chase
Vp-assoc media dir, Al Romano
Vp-mgr fld media plng, Ginny Dietrich
Media supr natl plng, Joe Arbogast
Asst mgr fld media plng, Dale Plowden
Minority marketing agency: UniWorld Group, N.Y.
Pres-dir acct srvc, Herb Kemp
Mgmt supr, Andy Bonaparte
Acct suprs: Jim Miller, Kon Owens
Media dir, John Harris

3. AT&T LONG DISTANCE LINES (Domestic, residential)

AT&T Communications

	Media investments 1985	1984
Magazines	$ 21,417,000	$17,236,000
Natl. Sun. mags.	1,788,000	763,000
Network tv	79,326,000	370,000
Spot tv	4,979,000	68,000
Network radio	9,839,000	—
Outdoor	6,000	3,000
Network cable	1,372,000	(No data)
Newspapers*	19,899,000	2,962,000
Total	**$138,626,000**	**$21,402,000**

*M&MD estimates

Marketing/brand management:
Adv dir, K. M. Armstrong
District mgrs: J. Kleban, S. Block, J. Woodall
Parent: American Telephone & Telegraph Co.
Agency: NW Ayer, New York
Sr vp-exec acct dir, S. Mattison
Sr vp-mgmt supr, F. McClafferty
Sr vp-grp media dirs: J. Twyon, B. Gordon
Vp-assoc media dirs: M. Burg, M. Schwach
Hispanic markets agency: Bermudez & Assoc., L.A.
Chmn-ceo, Edwardo Bermudez
Pres, James Golightly
Acct supr, Marguerite Cueto
Acct execs: Ava Overstreet, Patricia Testa
Media dir, Rachel Maya

lack agency: Uniworld, N.Y.
p-acct supr, Linda D. Dukette
cct exec, Rita M. Young
media plnr, Franklin Rouse

. WENDY'S RESTAURANTS
Vendy's International Inc.

	Media investments 1985	1984
agazines	$ 762,000	$ 15,000
tl. Sun. mags.	—	—
twork tv	44,274,000	34,688,000
ot tv	39,323,000	38,818,000
twork radio	—	—
tdoor	1,797,000	1,711,000
twork cable	408,000	(No data)
wspapers	(No data)	(No data)
tal	$86,564,000	$75,232,000

larketing/brand management:
xec vp mktg, William Welter
p corp mktg, Bruce Ley
p fld mktg & mktg srvcs, Don alhoon
p corp comm, Denny Lynch
p mktg analysis/new prod, Michael apienza
p natl adv, R. Daniel Dahlen
gency: DFS, New York
xec vp-mgmt dir, Joseph Mack
r vp-mgmt suprs: Robert Reed, harles Rath
xec vp-dir mktg srvcs, Allen Banks
r vp-sr assoc media dir, Peter egan
p-assoc media dir, John Adams
lack markets agency: ockhart & Pettus, N.Y.
r vp-dir client srvcs, Ronn Harris
awrence E. Cooke, media director
lispanic agency: Mendoza, Dillon, ewport Beach, Calif.
p, Eduardo del Rivero

. CHEVROLET LOCAL DEALERS

	Media investments 1985	1984
agazines	—	—
tl. Sun. mags.	—	—
twork tv	—	—
ot tv	$46,566,000	$39,031,000
twork radio	—	—
tdoor	4,245,000	3,656,000
twork cable	—	(No data)
wspapers	34,195,000	29,033,000
tal	$85,006,000	$71,720,000

larketing/brand management:
hevrolet Div., General Motors:
m, Robert D. Burger
en sls & srvc mgr, Robert W. Starr
en mktg mgr, Thomas A. Staudt
Asst gen sls mgr, M. H. Erdman
Mktg mgrs: Ed K. Roggenkamp III (fld), Thomas R. Mason (passenger cars), John M. Kelley (trucks)
Mgrs adv: Danielle K. Colliver (passenger cars), G. Neil Perkins (trucks)
Asst mgr fld mktg, Dave Reardon
Agencies: Various

6. FORD LOCAL DEALERS

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	$55,760,000	$46,447,000
Network radio	—	—
Outdoor	2,983,000	2,501,000
Network cable	—	(No data)
Newspapers	25,644,000	20,904,000
Total	**$84,387,000**	**$69,852,000**

Marketing/brand management:
Ford Motor Division:
Vp-gen mktg mgr, Ross Roberts
Adv mgrs: John Vanderzee, Harry S. Wilson (dealers), R. J. Gillooly (cars), Gerry Donnelly (trucks)
Media mgr, Dick Halseth
Adv-sales prom, A. Pridgeon
Agencies: Various

7. BUDWEISER BEER
Anheuser-Busch, Inc.

	Media investments 1985	1984
Magazines	$ 1,571,000	$ 1,289,000
Natl. Sun. mags.	—	—
Network tv	40,935,000	49,072,000
Spot tv	20,010,000	17,985,000
Network radio	4,047,000	1,564,000
Outdoor	1,713,000	1,426,000
Network cable	7,345,000	(No data)
Newspapers	2,836,000	2,003,000
Total	**$78,457,000**	**$73,339,000**

Marketing/brand management:
Vp mktg, Michael J. Roarty
Vp brand mgmt, Jack MacDonough
Vp corp media/sports mktg, Charles B. Fruit
Grp mktg mgr, Tom Sharbaugh
Sr prod mgr, Bob Merz
Assoc prod mgrs: Jack Hanzlovic, Bryan Porter
Agency: D'Arcy Masius Benton & Bowles, St. Louis
Sr vp-acct grp dir, Todd Abrams
Sr vp-mgmt supr, Jim Palumbo
Acct supr, Rich Lalley
Acct execs: Fred Wolter, Mike McNeal, Bryce McTavish
Sr vp-media dir, Jim Porcarelli
Sr vp-deputy dir, Steve Phelps
Vp-assoc media dir, Beth Seib

8. KENTUCKY FRIED CHICKEN FOOD SERVICE
Kentucky Fried Chicken Corp.

	Media investments 1985	1984
Magazines	$ 45,000	—
Natl. Sun. mags.	—	—
Network tv	44,565,000	$39,159,000
Spot tv	30,702,000	23,680,000
Network radio	—	—
Outdoor	720,000	479,000
Network cable	370,000	(No data)
Newspapers	(No data)	(No data)
Total	**$76,402,000**	**$63,318,000**

Marketing/brand management:
Exec vp mktg, Robert McDowell
Vp mktg, Bob Lee
Exec dir ntl co-op, Phil Risinger
Dir media srvcs, Mike Kern
Parent: RJR Nabisco
Agency: Young & Rubicam, N.Y.
Sr vp-grp dir, John Glorieux
Vp-mgmt supr, Monty Roberts
Vp-acct suprs: Chris Becker, David Findel
Acct execs: Simon Gerlin, Chris Callas, Ned Van Winkle, Claudia Rose
Vp-media grp supr, Donald Davis
Media supr, Elizabeth Wynne
Hispanic markets agency: Bermudez and Assoc., L.A.
Chmn-ceo, Edwardo Bermudez
Pres, James Golightly
Vp-acct supr, Marguerite Cueto
Acct exec, Antonio Tamayo
Media dir, Rachel Maya

9. MILLER LITE BEER
Miller Brewing Co.

	Media investments 1985	1984
Magazines	$ 214,000	$ 32,000
Natl. Sun. mags.	—	—
Network tv	56,162,000	58,179,000
Spot tv	10,716,000	8,441,000
Network radio	88,000	—
Outdoor	94,000	133,000
Network cable	2,282,000	(No data)
Newspapers	122,000	88,000
Total	**$69,678,000**	**$66,873,000**

Marketing/brand management:
Vp brand mgmt, Robert A. Toledo

Grp prod dir, Jay R. Neidenberg
Brand mgr, Noel Hankin
Asst brand mgrs: Jeff Schouten, Eric Hansen, Kevin Tripp
Parent: Philip Morris
Agency: Backer & Spielvogel, N.Y.
Exec vp-coo, G. Robert Holmen
Sr vp-grp dir, Jeffrey F. Palmer
Vp-mgmt supr, Frank J. Assumma
Acct dir, Steve Smith
Acct execs: W. Crosby Renwick, Nancy E. Gavlick
Sr vp media, Scot Butler
Media dir, Jay Schoenfeld

10. PIZZA HUT RESTAURANTS
Pizza Hut, Inc.

	Media investments 1985	1984
Magazines	—	$ 32,000
Natl. Sun. mags.	—	—
Network tv	$18,433,000	18,207,000
Spot tv	44,889,000	39,980,000
Network radio	—	—
Outdoor	739,000	174,000
Network cable	397,000	(No data)
Newspapers	(No data)	(No data)
Total	**$64,458,000**	**$58,393,000**

Marketing/brand management:
Sr vp mktg, Ray Caruso
Vp adv, David Ropes
Agency: Chiat/Day, Los Angeles
Exec vp-gen mgmt, Tom Patty
Mgmt supr, Patrick Sherwood
Acct supr, Consuelo Gomez
Vp-media dirs: Hank Antosz, Gene DeWitt (DeWitt Media)
Media supr, Susie Mason
(Spot media bought by local agencies)

11. MILLER HIGH LIFE BEER
Miller Brewing Co.

	Media investments 1985	1984
Magazines	$ 4,080,000	$ 999,000
Natl. Sun. mags.	—	—
Network tv	47,429,000	46,590,000
Spot tv	7,046,000	8,073,000
Network radio	—	—
Outdoor	802,000	499,000
Network cable	1,910,000	(No data)
Newspapers	1,913,000	1,255,000
Total	**$63,180,000**	**$57,416,000**

Marketing/brand management:
Vp brand mgmt, Robert Toledo
Brand mgr, Robert Tyley
Grp prod dir, Jerry Schmutte
Asst brand mgrs: Kae Rowland, Rob Olejniczak
Media dir, Robert Ward
Parent: Philip Morris
Agency: JWT, New York
Sr vp-grp dir, Tim Arnold
Vp-acct suprs: Martin Susz, Andrew Rider
Acct exec, Ander Wensberg
Exec vp-U.S. dir media srvcs, Richard Kostyra
Sr vp-dir media plng, John Gray
Vp-assoc media dir, Michael Gross
Media supr, Chris Manning

12. HASBRO TOYS
Hasbro, Inc.
(Not including Playskool and Milton Bradley)

	Media investments 1985	1984
Magazines	$ 2,023,000	$ 2,017,000
Natl. Sun. mags.	—	—
Network tv	17,582,000	13,431,000
Spot tv	41,259,000	20,051,000
Network radio	—	—
Outdoor	—	—
Network cable	568,000	(No data)
Newspapers	284,000	—
Total	**$61,716,000**	**$35,499,000**

Marketing/brand management:
Sr vp mktg, Steve Schwartz
Corp vp mktg srvcs, Alfred C. Carosi Jr.
Dir media srvcs, Debbie Boyd
Vp boys' toys, Bob Propis
Vp girls' toys, Maureen Souza
Vp Softies, Neil Friedman
Agency: Griffin Bacal, New York
Pres, Tom Griffin
Exec vp client srvcs, Paul Kurnit
Exec vp-dir crtv srvcs, Joe Bacall
Exec vp-dir media srvcs, Arthur Heller
Sr vp-crtv dir, Leonard Leokum
Vp-mgmt suprs: Gary Wald (intl), Bob Horne (boys'), Mary Sue Robinson (girls')

The biggest-spending categories and their top brand families are listed beginning on page 56.

13. AMERICAN AIRLINES PASSENGER SERVICE
American Airlines, Inc.

	Media investments 1985	1984
Magazines	$ 2,401,000	$ 3,917,000
Natl. Sun. mags.	—	—
Network tv	23,008,000	22,273,000
Spot tv	16,281,000	16,632,000
Network radio	461,000	—
Outdoor	80,000	341,000
Network cable	190,000	(No data)
Newspapers	19,293,000	13,181,000
Total	**$61,714,000**	**$56,344,000**

Marketing/brand management:
Sr vp passenger mktg, Michael W. Gunn
Asst vp adv, Adrianna W. Smits
Vp corp comm, Lowell C. Duncan
Mgrs adv: Judith A. Kirvan, William E. Quackenbush, Bruce Goodyear, Andrea Spica
Asst vp sls prom, Frank J. DiNuzzo
Mgr adv admin, Gregg Mavico
Parent: AMR Corp.
Agency: Bozell Jacobs Kenyon & Eckhardt, Dallas
Exec vp-dir mktg srvcs, Hugh O'Brien
Sr vp-media dir, Philip Brushaber
Exec vp-dir client srvcs, Paul Gold
Vp-assoc media dir, Mary Bresnahan
Sr vp-grp acct dir, Tom Hooke

14. UNITED AIRLINES PASSENGER SERVICE
United Airlines, Inc.

	Media investments 1985	1984
Magazines	$ 2,309,000	$ 827,000
Natl. Sun. mags.	—	—
Network tv	28,029,000	25,839,000
Spot tv	12,579,000	18,801,000
Network radio	1,447,000	—
Outdoor	482,000	520,000
Network cable	1,348,000	(No data)
Newspapers	11,734,000	6,056,000
Total	**$57,928,000**	**$52,043,000**

Marketing/brand management:
Exec vp mktg & plng, John Zeeman
Vp adv & prom, John Ruhaak
Dir adv, Bill Alenson
Mgrs: Bill Groundwater, Al Sortwell
Agency: Leo Burnett, Chicago
Sr vp-acct dir, Jim Thompson
Vp-acct supr, John Goad
Acct supr, Jack Woods
Exec vp media srvcs div, Willard Hadlock
Media dir, Sally Hunter

15. AMERICAN EXPRESS CREDIT CARD SERVICES

American Express Co.

	Media investments 1985	1984
Magazines	$15,239,000	$ 9,237,000
Natl. Sun. mags.	594,000	306,000
Network tv	27,994,000	20,597,000
Spot tv	12,574,000	9,093,000
Network radio	—	12,000
Outdoor	13,000	208,000
Network cable	334,000	(No data)
Newspapers	—	—
Total	**$56,748,000**	**$39,453,000**

Marketing/brand management:
Vp adv worldwide, Richard Tulimieri
Sr vp mktg, Diane Sheib
Vp adv, Joan Bonnetti
Agencies: Ogilvy & Mather, N.Y.
Sr vp-grp dir, Shelly Lazarus
Vp-mgmt supr, Scott Marshall
Sr vp-assoc media dir, Wilma Epstein
Vp-asst media dir, Linda Fidelman
Vp-acct supr, Rebecca Saeger
McCann-Erickson, N.Y.
(Gold Card)
Sr vp-mgmt rep, Ian Hooper
Vp-acct dir, Tom Beach
Exec vp-media dir, Ira Carlin
Vp-plng mgr, Vince Tortorelli

16. AT&T BUSINESS LONG DISTANCE

AT&T Communications

	Media investments 1985	1984
Magazines	$10,726,000	$ 280,000
Natl. Sun. mags.	—	—
Network tv	29,417,000	25,232,000
Spot tv	5,752,000	1,373,000
Network radio	372,000	192,000
Outdoor	—	—
Network cable	1,178,000	(No data)
Newspapers*	7,787,000	4,232,000
Total	**$55,232,000**	**$31,309,000**

*M&MD estimates

Marketing/brand management:
Adv dir, K. M. Armstrong
District mgrs: J. Kleban, S. Block, J. Woodall
Agency: McCann-Erickson, N.Y.
Sr vp-grp mgmt dir, H. O'Brien
Sr vp-mgmt rep, T. Driscoll
Vp-media plng mgr, V. Tortorelli

17. COCA-COLA SOFT DRINK

Coca-Cola USA

(Not including Caffeine Free Coke, Cherry Coke, Coke Classic, Diet Coke, etc.)

	Media investments 1985	1984
Magazines	$ 228,000	$ 253,000
Natl. Sun. mags.	—	—
Network tv	24,587,000	24,765,000
Spot tv	22,483,000	20,647,000
Network radio	338,000	—
Outdoor	2,982,000	2,633,000
Network cable	1,335,000	(No data)
Newspapers	2,551,000	477,000
Total	**$54,504,000**	**$48,753,000**

Marketing/brand management:
Sr vp mktg, Sergio Zyman
Asst to sr vp mktg, David Clapp
Grp brand dir, William Schermerhorn
Vp-corp media dir worldwide, William H. Lynn
Corp media mgr, Terri Buckland
Agency: McCann-Erickson, N.Y.
Exec vp-worldwide, William C. Thompson, Jr.
Exec vp-NY, John Dooner
Sr vp-grp mgmt dir, Ed Comiskey
Sr vp-mgmt rep, Marsha Badanes
Acct exec, Susan Kveton
Exec vp-worldwide media srvcs, Gordon Link
Exec vp-media dir, Ira Carlin
Vp-plng mgr, Stan Weinstein
Vp-assoc media dir, Kevin Mannion
Media grp head, Mike Delaney
Vp-worldwide coor, Ron Hatcher
Media supr, Vic Ruvolo
Media plnr, Jim Hommel
Worldwide coors: Sandra Famigliette, Chris Fay
Black agency: Burrell, Atlanta
Sr vp-gm (Atlanta), William Sharp
Acct exec, Raynard Hall
Vp-media dir, Nick Howse
Media supr, Michelle Garner

There are five soft drinks among the Top 200 advertised products of 1985.

18. IBM PERSONAL COMPUTER SYSTEMS

International Business Machines Corp.

	Media investments 1985	1984
Magazines	$ 9,611,000	$ 9,592,000
Natl. Sun. mags.	92,000	145,000
Network tv	22,376,000	18,815,000
Spot tv	865,000	1,370,000
Network radio	1,070,000	—
Outdoor	—	—
Network cable	655,000	(No data)
Newspapers*	16,670,000	22,284,000
Total	**$51,531,000**	**$52,206,000**

*M&MD estimates

Marketing/brand management:
Entry Systems Division:
Dir adv & prom pgms, D. T. Coker
Mgr PC adv pgms, R. J. O'Leary
Mgr adv & channel suppt, J. R. Hendrey
Agency: Lord, Geller, Federico, Einstein, N.Y.
Sr vp, Ray Freeman

19. GTE SPRINT LONG DISTANCE LINES

GTE Sprint Communications Corp.

	Media investments 1985	1984
Magazines	$ 451,000	$ 1,033,000
Natl. Sun. mags.	—	—
Network tv	—	6,231,000
Spot tv	42,212,000	14,693,000
Network radio	—	—
Outdoor	21,000	—
Network cable	—	(No data)
Newspapers*	6,440,000	4,556,000
Total	**$49,124,000**	**$26,513,000**

*M&D estimates

Marketing/brand management:
Sr vp mktg, Edward W. Carter
Vp brand mgmt, Frank McBride
Adv dir, Ralph H. Sherman, Jr.
Agency: JWT, San Francisco
Sr vp-grp dir, Steve Sanchez
Vp-mgmt suprs: Sherry Corniglia, Allan Hayes, Tina Meinig
Sr vp media, Charlotte Weissenberger
Assoc media dir, Al Adams

20. NISSAN
DEALERS ASSOCIATIONS

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	$46,818,000	$32,981,000
Network radio	—	—
Outdoor	—	—
Network cable	—	(No data)
Newspapers	1,662,000	949,000
Total	**$48,480,000**	**$33,930,000**

Marketing/brand management:
Nissan Motors, Inc.:
Vp mktg srvcs, Bob Kent
Dir adv, Joe Opre
Natl dealer adv mgr, Bern Owens
Dealer adv suppt mgr, Dale Finley
Media plng mgr, Susan Furedi
Agencies: Various

21. BUD LIGHT BEER
Anheuser-Busch, Inc.

	Media investments 1985	1984
Magazines	$ 169,000	$ 485,000
Natl. Sun. mags.	—	—
Network tv	30,082,000	43,032,000
Spot tv	11,844,000	9,807,000
Network radio	826,000	615,000
Outdoor	536,000	631,000
Network cable	3,949,000	(No data)
Newspapers	270,000	243,000
Total	**$47,676,000**	**$54,813,000**

Marketing/brand management:
Exec vp mktg, Michael J. Roarty
Vp brand mgmt, Jack MacDonough
Vp corp media/sports mktg, Charles B. Fruit
Grp prod mgr, Tom Sharbaugh
Sr prod mgr, Bob Goughenour
Agency: Needham Harper, Chicago
Vp-acct supr, Mike Kearns
Sr vp-mgmt rep, Don Richards
Acct exec, David Kirk
Asst acct exec, Lisa Henson
Sr vp-grp acct dir, Ron Bess
Vp-assoc media dir, Gary Mueller
Media supr, Tim Kopaczewski

Five of the top 10 are fast-food restaurants.

22. SEARS
MISCELLANEOUS BRANDS
Sears Roebuck & Co.

	Media investments 1985	1984
Magazines	$ 1,959,000	$ 2,101,000
Natl. Sun. mags.	105,000	12,000
Network tv	28,263,000	67,022,000
Spot tv	9,759,000	11,788,000
Network radio	4,332,000	2,881,000
Outdoor	20,000	4,000
Network cable	711,000	(No data)
Newspapers	(No data)	(No data)
Total	**$45,149,000**	**$83,808,000**

Marketing/brand management:
Natl rtl adv mgr, William Cora
Natl adv srvc mgr, Jack Lewis
Mgr natl media srvcs (magazines, bdcst), Bernie Miller
Mgr bdcst oper, Barbara Drier
Agencies: Ogilvy & Mather, Chicago
(hardlines)
(network TV prime time buying)
Exec vp-managing dir, Bill Whitney
Sr vp-gm, Wim Slootweg
Sr vp-grp mgmt supr, Al Mager
Vp-mgmt suprs: Robert Vail, Randy Seffren
Acct supr, Dan Delaney
Acct supervision: Don Campbell, Jeff Totaro, Brenda Miller, Bruce Jasurda
Sr vp-media dir, Bill Behrmann
Media supr, Connie MacTaggart
Media plnr, Lisa Minella
Asst plnrs: Ketra Cover, Roman Martens, Laurie Koshgarian, Dina Kaplan
Needham Harper, Chicago
(softlines)
(Tv sports; network tv and radio)
Pres (Chicago), C. A. Wolfe
Sr vp-grp acct dir, David Snell
Mgmt rep, Carole Black
Acct suprs, Nancy Bernstein, Mike Baker
Sr vp-media dir, Michael White
Sr vp-assoc media dir, Geoffrey McClelland
Media suprs: Judith Fischer, Ann Vail
Stern Walters/Earle Ludgin, Chicago
(Direct marketing media)
Sr vp-mgmt rep, Maryanne Friend
Vp-acct suprs: Tom Radloff, Ruth Motzer
Vp-media dir, Don Kaminky
Media suprs: John Kacmarek, Linda McLaughlin
Hispanic markets agency: Hispania/JWT, Chicago
Sr vp-gm, Caroline Demy (N.Y.)
Acct supr, Marta Perez
Media dir, Nancy Tellet (N.Y.)

23. ABC TV NETWORK
Capital Cities/ABC, Inc.

	Media investments 1985	1984
Magazines	$28,740,000	$29,580,000
Natl. Sun. mags.	407,000	—
Network tv	—	—
Spot tv	11,000	49,000
Network radio	33,000	—
Outdoor	21,000	—
Network cable	620,000	(No data)
Newspapers*	10,359,000	8,258,000
Total	**$44,220,000**	**$41,773,000**

*MM&D estimates

Marketing/brand management:
Vp adv & station prom, Pete Barrett (N.Y.)
Vp mktg & adv srvcs, Candace Farrell (L.A.)
Dir adv, Joe Green (L.A.)
Dir mktg & adv, Mark Zakarin (L.A.)
Vp, Dennis Fitch (L.A.)
Agencies: NW Ayer, New York
(News, corporate)
Exec vp-exec acct dir, Thomas F. Maxey
Sr vp-mgmt supr, Mark Bollman
Vp-acct supr, Henry A. Hartwell, III
Vp-grp media dir, Beth Gordon
Vp-assoc media dir, Ricard Alcott
McCaffrey & McCall, New York
(Primetime, daytime, sports)
Exec vp-grp acct dir, Norman Freedman
Sr vp-mktg supr, Barry Weintraub (L.A.)
Vp-acct suprs: Linda Brady, Pat Corrigan (sports), George Rojas (daytime)
Acct suprs: Tom Biggs, Kent Setnaoui (sports)
Acct execs: Melissa Daly (daytime), Maggie Keats (primetime)
Sr vp-media dir, Tom Wilson
Media supr, Grace Mathias
Vp-assoc media dir, Julie Pinkwater
Media plnr, Lisa Villalobos
Grey, New York
(Movies)
Exec vp-dir media & prog, Alec Gerster
Vp, Donald Foley

24. TRUE VALUE STORES
Cotter & Co.

	Media investments 1985	1984
Magazines	$ 5,436,000	$ 4,198,000
Natl. Sun. mags.	—	—
Network tv	14,656,000	11,844,000
Spot tv	13,126,000	14,640,000
Network radio	9,049,000	10,201,000
Outdoor	44,000	33,000
Network cable	1,492,000	(No data)
Newspapers	(No data)	(No data)
Total	**$43,803,000**	**$40,916,000**

Marketing/brand management:
Sec/treas-merch mgr, Ed Lanclot
Agency: Christenson, Barclay & Shaw, Chicago
Pres-acct exec, Jerry Christenson
Media dir, Teresa Miller

25. DELTA AIRLINES PASSENGER SERVICE
Delta Air Lines, Inc.

	Media investments 1985	1984
Magazines	$ 426,000	$ 340,000
Natl. Sun. mags.	—	—
Network tv	6,142,000	4,396,000
Spot tv	13,356,000	10,823,000
Network radio	—	—
Outdoor	1,844,000	1,591,000
Network cable	4,715,000	(No data)
Newspapers	16,993,000	26,273,000
Total	**$43,476,000**	**$43,423,000**

Marketing/brand management:
Sr vp mktg, W. W. Hawkins
Dir adv, Jim Porter
Mgr adv, Wayne Soph
Agency: BDA/BBDO, Atlanta
Pres-mgmt supr, Glenn Verrill
Sr vp-acct supr, Jack Walz
Sr vp-media dir, Martin Hellinger

26. PEPSI-COLA SOFT DRINK
Pepsi-Cola, U.S.A.
(Not including Pepsi Free, Pepsi Light, Diet Pepsi, etc.)

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$ 9,819,000	$ 9,029,000
Spot tv	28,000,000	22,845,000
Network radio	216,000	—
Outdoor	1,538,000	1,140,000
Network cable	1,534,000	(No data)
Newspapers	2,200,000	907,000
Total	**$43,307,000**	**$33,921,000**

Marketing/brand management:
Pres, Roger Enrico
Exec vp-dir mktg/sls, John Costello
Sr vp crtv srvcs, Allan Pottasch
Vp mktg, Richard Blossom
Adv mgr, Jeff Myers
Media dir, Henry V. Hayes
Assoc media dir, Mary Ann Power
Natl media mgr, Ron Mednick

Agency: BBDO, New York
Exec vp-sr mgmt rep, Gary DePaolo
Sr vp-mgmt supr, Bill Katz
Exec vp-dir media srvcs, Arnie Semsky
Sr vp-dir media plng srvcs, Mike Drake
Sr vp-dir net tv & prog, William Croasdale
Sr vp-assoc media dir, Ivan Becker
Vp-net supr, Stewart Schlossman
Net buyer, Diane Lattanzi
Media suprs: Rene Goldmuntz, May Ann Cunningham
Media plnr, Oscar Fojas

Ethnic creative agency: Mingo-Jones, N.Y.
Sr vp-dir client srvcs, Samuel Chisolm
Acct exec, Eric Randolph

27. EASTERN AIRLINES PASSENGER SERVICE
Eastern Air Lines Inc.

	Media investments 1985	1984
Magazines	$ 4,397,000	$ 3,954,000
Natl. Sun. mags.	31,000	56,000
Network tv	350,000	3,860,000
Spot tv	15,326,000	15,720,000
Network radio	—	—
Outdoor	1,325,000	2,071,000
Network cable	138,000	(No data)
Newspapers	20,710,000	18,611,000
Total	**$42,277,000**	**$44,272,000**

Marketing/brand management:
Sr vp mktg, John W. Nelson
Vp adv, William H. Dowse
Mgrs: Robert A. Wolf (adv srvcs), Jennifer Montague (bus adv), Herbert Ross (vacation adv), Robert de Cespedes (intl), Robert J. Bauer (sls prom)
Agency: Campbell-Ewald, Detroit
Sr vp-assoc mgmt supr, Robert F. Henry
Vp-acct suprs: T. Steele, M. Solomon, D. McAfee
Acct supr, John Brink

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Sr vp-assoc media dir, Robert Gervason
Sr vp-media mgr, Susan Ritenour
Grp sr vp, Joseph Karle
Sr vp-assoc mgmt suprs: Warren Ruden, Michael Rogers, Gunther Saupe
Exec vp-dir media srvcs, Louis M. Schultz

28. AT&T CORPORATE
American Telephone & Telegraph Co.

	Media investments 1985	1984
Magazines	$ 9,585,000	$14,286,000
Natl. Sun. mags.	—	297,000
Network tv	22,490,000	51,639,000
Spot tv	2,132,000	3,899,000
Network radio	6,188,000	776,000
Outdoor	—	—
Network cable	411,000	(No data)
Newspapers	1,313,000	2,370,000
Total	**$42,219,000**	**$73,267,000**

Marketing/brand management:
Sr vp, E. M. Block
Corp vp, J. L. Brunson
Corp media dir, R. W. Watson
Corp media mgr, J. D. Speros
Div mgrs: R. J. Martin, R. Z. Manna
District mgrs: J. R. Byrne, L. Urben, A. M. Winters
Agency: NW Ayer, New York
Exec vp-exec acct dir, T. Maxey
Sr vp-mgmt supr, H. Stoner
Sr vp-grp media dir, D. Lehmkuhl
Vp-assoc media dir, S. Kaufman
Minority/college recruitment agency: Uniworld, New York
Vp-acct supr, L. Dukette
Media dir, S. Cherot
Sr vp-gm/Hispanic, H. Morales
Acct exec, Rita M. Young
Assoc media dir, Irene Flores
Sr media plnr, Franklin Rouse

29. NISSAN COMPACT TRUCKS
Nissan Motors Inc.

	Media investments 1985	1984
Magazines	$ 3,163,000	$ 2,849,000
Natl. Sun. mags.	—	—
Network tv	13,739,000	13,818,000
Spot tv	20,448,000	20,020,000
Network radio	—	—
Outdoor	353,000	233,000
Network cable	310,000	(No data)
Newspapers	3,326,000	3,520,000
Total	**$41,339,000**	**$40,440,000**

Marketing/brand management:
Vp mktg srvcs, Bob Kent
Dir adv, Joe Opre
Natl truck adv mgr, Dave Hubbard
Media plng mgr, Susan Furedi
Agency: William Esty, NY
Sr vp-acct dir, Dick Macedo (L.A.)
Sr vp-media dir, Stacey Lippman
Sr vp-grp media dir, Lucielle Gionet
Assoc media dirs: Doug Powers (N.Y.), Jolene Fredrick (L.A.)

30. TACO BELL RESTAURANTS
Taco Bell

	Media investments 1985	1984
Magazines	$ 56,000	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	38,655,000	$28,473,000
Network radio	—	—
Outdoor	589,000	222,000
Network cable	37,000	(No data)
Newspapers	(No data)	(No data)
Total	**$39,337,000**	**$28,695,000**

Marketing/brand management:
Vp mktg, James P. Loser
Vp fld mktg, Dane Waitkus
Dirs fld mktg: Craig Held, Bruce Galler
Vp adv, George Reynolds
Mgr media srvcs, Diane Nivison
Parent: PepsiCo
Agency: Tracy-Locke, Dallas
Exec vp-mgmt rep, Rod Underhill
Vp-acct supr, Todd Knudson
Vp-assoc media dir, Sandra McQuality

31. SEARS HOUSEHOLD ITEMS
Sears Roebuck & Co.

	Media investments 1985	1984
Magazines	$ 2,129,000	$ 1,336,000
Natl. Sun. mags.	—	—
Network tv	24,849,000	16,725,000
Spot tv	2,999,000	1,516,000
Network radio	8,064,000	2,188,000
Outdoor	19,000	—
Network cable	596,000	(No data)
Newspapers	(No data)	(No data)
Total	**$38,656,000**	**$21,765,000**

Marketing/brand management:
Natl rtl adv mgr, William Cora
Natl adv srvc mgr, Jack Lewis
Mgr natl media srvcs (magazines, bdcst), Bernie Miller
Mgr bdcst oper, Barbara Drier
Agencies: Ogilvy & Mather, Chicago
(hardlines)
(network TV prime time buying)
Exec vp-managing dir, Bill Whitney
Sr vp-gm, Wim Slootweg
Sr vp-grp mgmt supr, Al Mager
Vp-mgmt suprs: Robert Vail, Randy Seffren
Acct supr, Dan Delaney
Acct supervision, Don Campbell, Jeff Totaro, Brenda Miller, Bruce Jasurda
Sr vp-media dir, Bill Behrmann
Media supr, Connie MacTaggart
Media plnr, Lisa Minella
Asst plnrs: Ketra Cover, Roman Martens, Laurie Koshgarian, Dina Kaplan
Needham Harper, Chicago
(softlines)
(Tv sports; network tv and radio)
Pres (Chicago), C. A. Wolfe
Sr vp-grp acct dir, David Snell
Mgmt rep, Carole Black
Acct suprs: Nancy Bernstein, Mike Baker
Sr vp-media dir, Michael White
Sr vp-assoc media dir, Geoffrey McClelland
Media suprs: Judith Fischer, Ann Vail
Stern Walters/Earle Ludgin, Chicago
(Direct marketing media)
Sr vp-mgmt rep, Maryanne Friend
Vp-acct suprs: Tom Radloff, Ruth Motzer
Vp-media dir, Don Kaminky
Media suprs: John Kacmarek, Linda McLaughlin
Hispanic markets agency: Hispania/JWT, Chicago
Sr vp-gm, Caroline Demy (N.Y.)
Acct supr, Marta Perez
Media dir, Nancy Tellet (N.Y.)

32. NBC TV NETWORK
National Broadcasting Co., Inc.

	Media investments 1985	1984
Magazines	$25,761,000	$22,586,000
Natl. Sun. mags.	292,000	—
Network tv	—	—
Spot tv	2,000	5,000
Network radio	1,638,000	712,000
Outdoor	107,000	60,000
Network cable	54,000	(No data)
Newspapers	9,853,000	10,067,000
Total	**$37,707,000**	**$33,430,000**

Marketing/brand management:
Vp adv oper/admin, Paul Wang

Dir media, Marla Goldstein (Burbank)
Vps-adv & prom, Frank N. Pintauro (N.Y.), John Miller (Burbank)
Parent: RCA/GE
Agency: Diener/Hauser/Bates, L.A./N.Y.
Exec vp media, Norman Trell (N.Y.)
West coast pres-acct mgmt supr, Eugene B. Cofsky
Sr vp-media dir, Cheryl Lodinger (N.Y.)
Vp-media dir, Nicky Shapiro (L.A.)
Media plnr, Joan Condon (L.A.)
Print: Leslie Cutting (L.A.), Rena Attison (N.Y.)
Radio, Maureen Daley (N.Y.)
Movies-of-the-Week & Mini-Series:
Acct supr-crtv dir, Melanie Paykos (L.A.)
Assoc acct supr-crtv dir, Jane Lodato (L.A.)

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33. MIDAS MUFFLER SHOPS
Midas International Corp.

	Media investments 1985	1984
Magazines	—	$ 1,200,000
Natl. Sun. mags.	—	—
Network tv	$17,823,000	13,934,000
Spot tv	19,667,000	12,585,000
Network radio	—	—
Outdoor	95,000	14,000
Network cable	—	(No data)
Newspapers	(No data)	(No data)
Total	**$37,585,000**	**$27,733,000**

Marketing/brand management:
Vp franchise oper & mktg, Russ Richards
Vp mktg, Ralph Linder
Adv mgr, Karen Greco
Agency: Wells, Rich, Greene, Chicago
Pres-acct grp dir, Larry Singer
Sr vp-natl acct dir, Philip Kaplan
Sr vp-dir fld srvc, Stan Flaum
Vp-media dir, Jill Cassorla
Vp-assoc media dir, David Kelly

34. OLDSMOBILE DEALERS ASSOCIATIONS

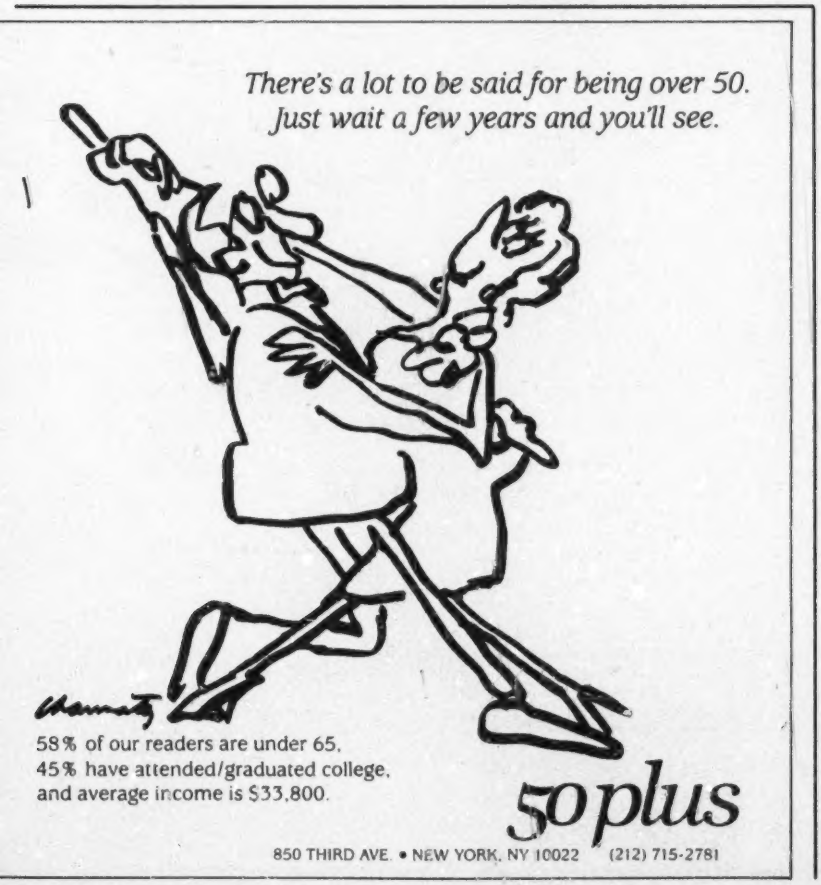
	Media investments 1985	1984
Magazines	$ 24,000	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	33,621,000	$19,058,000
Network radio	—	—
Outdoor	130,000	—
Network cable	—	(No data)
Newspapers	3,669,000	2,042,000
Total	**$37,444,000**	**$21,100,000**

Marketing/brand management:
Oldsmobile Div., General Motors:
Gm, W. W. Lane
Gen sls mgr, C. N. Moore
Dir mktg, R. B. Jarboe
Adv mgr, W. R. Lynch III
Asst adv mgr, Ray Juracek
Agencies: Various
Some 130 dealer associations nationwide are represented by about 80 agencies.

35. MICHELOB BEER
Anheuser-Busch, Inc.

	Media investments 1985	1984
Magazines	$ 1,976,000	$ 1,529,000
Natl. Sun. mags.	31,000	—
Network tv	22,887,000	29,012,000
Spot tv	6,377,000	3,397,000
Network radio	3,855,000	1,404,000
Outdoor	289,000	209,000
Network cable	1,676,000	(No data)
Newspapers	335,000	759,000
Total	**$37,426,000**	**$36,310,000**

Marketing/brand management:
Exec vp mktg, Michael J. Roarty
Vp brand mgmt, Jack MacDonough
Vp corp media/sports mktg, Charles B. Fruit
Dir media srvcs, Tony Ponturo
Grp mktg mgr, David C. Drew
Brand mgr, Bill McNulty
Asst prod mgr, Anne Suppiger
Agency: Needham Harper, Chicago
Acct supr, David Krishock
Acct exec, David Kuelper
Sr vp-grp acct dir, Ron Bess
Sr vp-mgmt rep, Don Richards
Vp-assoc media dir, Geoffrey McClellan
Media supr, Michael Murphy
Grp net dir, Leslie P. Dubin
Buyers: Marie Lehan (print), Karlin Armstrong (tv)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58% of our readers are under 65,
45% have attended/graduated college,
and average income is $33,800.
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36. FORD CORPORATE
Ford Motor Co.

	Media investments 1985	1984
Magazines	$ 206,000	$ 1,276,000
Natl. Sun. mags.	—	—
Network tv	29,765,000	23,537,000
Spot tv	342,000	464,000
Network radio	1,890,000	701,000
Outdoor	33,000	155,000
Network cable	1,719,000	(No data)
Newspapers	3,371,000	1,803,000
Total	**$37,326,000**	**$27,936,000**

Marketing/brand management:
Exec dir mktg staff, J. G. O'Connor
Dir adv & mktg strategy, D. T. McClure
Corp adv mgr, R. C. Reynolds
Corp adv supr, H. H. Phillips
Corp adv pgms, R. W. Lynch
Agency: Wells, Rich, Greene, Dearborn, MI
Sr vp-grp dir, James B. Lawrence
Vp-mgmt supr, Victor Emmanuele (N.Y.)
Vp-acct suprs: Frank Couzens III (Detroit), R. Swann (N.Y.)
Sr acct exec, Philip Alandt
Sr vp media, Robert Geis (N.Y.)
Vp-media dir, Sheldon C. Jones
Black agency: Burrell, Chicago
Sr vp-dir acct srvcs, Charles L. Wimbley
Vp-mgmt supr, Donald A. Coleman
Vp-acct supr, Freida Curry
Vp-media dir, Nick Howse
Sr media plnr, Zeline Kelly
Asst acct exec, Leroy Kemp

37. MILK INDUSTRY PROMOTION
American Dairy Association

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$23,329,000	$ 7,994,000
Spot tv	13,122,000	16,120,000
Network radio	—	—
Outdoor	26,000	—
Network cable	—	(No data)
Newspapers	73,000	914,000
Total	**$36,579,000**	**$24,571,000**

Marketing/brand management:
Sr vp mktg, Joseph B. Kelsch
Vp-dir pub, Elizabeth G. Walsh
Vp-mktg srvcs, Grover B. Simpson
Vp-mktg plng, Stephen A. Dohrmann
Dir adv srvcs, Donna A. Arcus
Agency: DMB&B, Chicago
Sr vp-mgmt supr, Ben Bishop
Vp-acct grp suprs: Bob Meuser, Dave Urbaniak
Acct suprs: Bruce Murdy, Karen Estridge
Sr acct exec, Andrea Dichter
Sr vp media, Joe Zeller
Vp-assoc media dir, Willard Hemsworth

38. TV GUIDE CIRCULATION
TV Guide Magazine

	Media investments 1985	1984
Magazines	$ 14,000	—
Natl. Sun. mags.	—	—
Network tv	1,535,000	$ 30,000
Spot tv	24,389,000	21,614,000
Network radio	7,523,000	5,228,000
Outdoor	—	—
Network cable	1,678,000	(No data)
Newspapers	1,369,000	1,672,000
Total	**$36,508,000**	**$28,544,000**

Marketing/brand management:
Pub, Eric Larson
Prom dir, Fred Jervis
Consumer prom, Jay Werner
Parent: Triangle Publications
Agency: NW Ayer, New York
Exec vp-exec acct dir, Thomas G. Maxey
Vp-mgmt supr, George Malcomson
Sr vp-grp media dir, David Lehmkuhl
Media supr, Sue Kaufman
Vp-assoc media dir, Lisa Millon

39. COLUMBIA RECORD & TAPE CLUB
Columbia House

	Media investments 1985	1984
Magazines	$15,518,000	$12,786,000
Natl. Sun. mags.	10,045,000	11,165,000
Network tv	—	—
Spot tv	559,000	627,000
Network radio	—	—
Outdoor	—	—
Network cable	4,000	(No data)
Newspapers	10,211,000	10,274,000
Total	**$36,337,000**	**$34,852,000**

Marketing/brand management:
Dir adv, Joan Stamler
VP mktg, Sharon Kuroki
Parent: CBS Inc.
Agency: Wunderman, Ricotta & Kline, N.Y.
Sr vp, Peter Rabar
Acct supr, Karl Dentino
Acct exec, Robert O'Keefe
Asst acct exec, Carolyn Lanoff
Media dir, Juliet Darnell
Media plnrs: Mary Ellen Milmoe, Nancy Meltzer

40. U.S. ARMY RECRUITING
U.S. Army Recruiting Command

	Media investments 1985	1984
Magazines	$ 7,818,000	$ 5,268,000
Natl. Sun. mags.	355,000	—
Network tv	20,426,000	22,187,000
Spot tv	4,000	3,000
Network radio	4,543,000	1,253,000
Outdoor	73,000	113,000
Network cable	1,067,000	(No data)
Newspapers	1,929,000	602,000
Total	**$36,215,000**	**$29,426,000**

Marketing/brand management:
Adv & sls prom dir, Col. David Fabian
Agency: NW Ayer, New York
Exec vp-exec acct dir, George Eversman
Sr vp-mgmt supr, Lamar LeMonte
Sr vp-mgmt supr, Roy Robinson
Vp-grp media dir, David Lehmkuhl
Vp-assoc media dir, Ellen Tanenbaum
Media supr, Ria Vigil

41. ADVIL PAIN RELIEVER
Whitehall Laboratories

	Media investments 1985	1984
Magazines	$ 3,047,000	$ 2,189,000
Natl. Sun. mags.	—	341,000
Network tv	29,556,000	21,125,000
Spot tv	1,801,000	806,000
Network radio	—	—
Outdoor	—	—
Network cable	640,000	(No data)
Newspapers	—	167,000
Total	**$35,044,000**	**$24,628,000**

Marketing/brand management:
Vp mktg, Andrew C. Davis
Grp prod mgr, W. Kevin Bennett
Sr prod mgrs: Bill Seiden, Kathy Lawless
Prod mgrs: Brian Pazaras, Carol Liantonio
Adv dir, Richard Feldheim
Assoc adv dir, Steven Palmijano
Parent: American Home Products
Agency: Young & Rubicam, N.Y.
Sr vp-grp dir, Art Klein

Sr vp-mgmt supr, Tim Fitzgerald
Acct supr, Fred Langbecker
Acct exec, Gene Rodda
Sr vp media, Joseph Mannix
Media supr, Karen White

42. FORD DEALERS ASSOCIATIONS

	Media investments 1985	1984
Magazines	$ 2,000	$ 14,000
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	25,062,000	19,736,000
Network radio	—	—
Outdoor	1,339,000	773,000
Network cable	—	(No data)
Newspapers	8,611,000	6,495,000
Total	**$35,014,000**	**$27,018,000**

Marketing/brand management:
Ford Motor Division:
Vp-gen mktg mgr, Ross Roberts
Adv mgrs: John Vanderzee, Harry S. Wilson (dealers), R. J. Gillooly (cars), Gerry Donnelly (trucks)
Media mgr, Dick Halseth
Adv-sales prom, A. Pridgeon
Agencies include J. Walter Thompson, Detroit
Exec vp-gm, Peter Schweitzer
Sr vp-acct dir, Bill Williams
Sr vp-media dir, Tom Healey
Vp-grp media dir (cars & trucks), Paul Hunt
Vp-media dir (cars), Howard Spokes
Sr vp-bdcst supr, Ron Fredrick
Note: JWT is involved with the advertising of about half of Ford's dealer associations; the other associations use their own agencies.

43. COORS BEER
Adolph Coors Co.

	Media investments 1985	1984
Magazines	$ 2,039,000	—
Natl. Sun. mags.	—	—
Network tv	11,408,000	$ 9,024,000
Spot tv	17,882,000	11,414,000
Network radio	—	—
Outdoor	1,020,000	417,000
Network cable	855,000	(No data)
Newspapers	1,465,000	538,000
Total	**$34,669,000**	**$21,393,000**

Marketing/brand management:
Exec vp sls & mktg, Robert A. Recholtz
Vp mktg, Rob Klugman
Brand dir, Gary Naifeh
Brand mgr, June Smith
Vp mktg devel, Gary Truitt
Agency: Foote, Cone & Belding, Chicago
Sr vp-grp acct dir, Bill Melzer
Vp-acct dirs: Dale Smith, Jim Gregga, Tim Prosch, Randy Windschitl
Acct dir, David Sollitt
Acct exec, Pam Crowson-Brash
Sr vp media, Fred Wray
Vp-grp media dir, Kent Vlautin
Media suprs: Bill Blaha, Mary Salmich, Steve Vye, Doug Powell, Lynne Muth
Black agency: UniWorld, N.Y.
Chmn-ceo, Byron Lewis
Pres-dir acct srvcs, Herb Kemp
Acct supr, Fred Jackson
Crtv dir, Bill Allen
Vp-assoc crtv dir, Valerie Graves
Hispanic markets agency: GSD&M, Austin, TX
Chmn, Steve Gurasich
Sr vp, Chuck Grady
Dir Hispanic srvcs, Raoul Rodriguez
Corp & pub affrs dir, Hank Olguin
Vp-assoc media dir, Tina Williamson

44. CBS TV NETWORK
CBS/Broadcast Group

	Media investments 1985	1984
Magazines	$29,894,000	$22,084,000
Natl. Sun. mags.	818,000	413,000
Network tv	—	—
Spot tv	120,000	74,000
Network radio	888,000	84,000
Outdoor	20,000	18,000
Network cable	94,000	(No data)
Newspapers*	2,643,000	2,509,000
Total	**$34,477,000**	**$25,182,000**

*M&MD estimates

Marketing/brand management:
CBS Sports:
Vp comm, Robert V. Tassie
CBS News/CBS Television Stations:
Vp adv, Douglas C. Clemenson
Agencies: Doyle Dane Bernbach, New York
Exec vp, Larry Iannuzzelli
Vp-acct supr, Robert Stern
Vp-dir newspaper/outdoor buying, Jack Cohen
Ogilvy & Mather, Los Angeles
CBS Entertainment:
Vp-mgmt supr, Marilyn Fidler

45. CHEESE INDUSTRY PROMOTION
American Dairy Association

	Media investments 1985	1984
Magazines	$ 233,000	—
Natl. Sun. mags.	—	—
Network tv	31,095,000	$13,451,000
Spot tv	1,581,000	1,502,000
Network radio	640,000	—
Outdoor	3,000	—
Network cable	402,000	(No data)
Newspapers	69,000	—
Total	**$34,057,000**	**$14,953,000**

Marketing/brand management:
Sr vp mktg, Joseph B. Kelsch
Vp-dir pub, Elizabeth G. Walsh
Vp-mktg srvcs, Grover B. Simpson
Vp-mktg plng, Stephen A. Dohrmann
Dir adv srvcs, Donna A. Arcus
Agency: D'Arcy Masius Benton & Bowles, Chicago
Sr vp-mgmt supr, Ben Bishop
Vp-acct grp suprs: Bob Meuser, Dave Urbaniak
Acct suprs, Bruce Murdy, Karen Estridge
Sr acct exec, Andrea Dichter
Sr vp media, Joe Zeller
Vp-assoc media dir, Willard Hemsworth

46. VANTAGE KING CIGARETTES
R.J. Reynolds Tobacco Co.

	Media investments 1985	1984
Magazines	$18,218,000	—
Natl. Sun. mags.	2,770,000	—
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Outdoor	7,634,000	$1,344,000
Network cable	—	(No data)
Newspapers	5,315,000	7,163,000
Total	**$33,937,000**	**$8,507,000**

Marketing/brand management:
Sr vp brand mktg, R. M. Kampe
Vp brand mgmt, J. T. Winebrenner
Mktg dir, R. M. Sanders
Sr brand mgr, T. C. Harris
Dir media, Dan Pearson
Grp mgr media admin, R. E. Neal
Creative agency: Leber Katz, N.Y.
Exec vp-dir client srvcs, Robert Hirsch
Vp-acct grp supr, Andrew Millar
Acct supr, Robin Palazzo

47. FORD THUNDERBIRD CAR
Ford Motor Co.

	Media investments 1985	1984
Magazines	$11,256,000	$ 8,243,000
Natl. Sun. mags.	—	—
Network tv	20,288,000	18,140,000
Spot tv	1,096,000	1,323,000
Network radio	—	—
Outdoor	365,000	397,000
Network cable	518,000	(No data)
Newspapers	368,000	169,000
Total	**$33,891,000**	**$28,272,000**

Marketing/brand management:
Ford Division:
Vp-gen mktg mgr, Ross Roberts
Adv mgrs: John Vanderzee, R. J. Gillooly (cars),
Media mgr, Dick Halseth
Adv-sls prom, A. Pridgeon
Agency: J. Walter Thompson, Detroit, MI
Exec vp-gen mgr, Peter Schweitzer
Sr vp-acct dir, Bill Williams
Sr vp-media dir, Tom Healey
Vp-grp media dir (cars & trucks), Paul Hunt
Vp-media dir (cars), Howard Spokes
Sr vp-bdcst supr, Ron Fredrick
Hispanic markets agency: Hispania/JWT, N.Y.
Sr vp-gm, Caroline Demy
Acct supr, Ivan Pichardo
Media dir, Nancy Tellet
Black agency: Burrell, Chicago
Mgmt supr, Thomas J. Burrell
Media dir, Nick Howse
Sr media plnr, Zeline Kelly
Sr vp-dir acct srvcs, Charles L. Wimbley
Vp-mgmt supr, Donald A. Coleman
Vp-acct supr, Freida Curry
Asst acct exec, Leroy Kemp

48. HARDEE'S RESTAURANTS
Hardee's Food Systems, Inc.

	Media investments 1985	1984
Magazines	$ 15,000	$ 14,000
Natl. Sun. mags.	—	—
Network tv	8,925,000	6,991,000
Spot tv	23,288,000	18,493,000
Network radio	—	—
Outdoor	1,365,000	1,000,000
Network cable	8,000	(No data)
Newspapers	(No data)	(No data)
Total	**$33,601,000**	**$26,498,000**

Marketing/brand management:
Vp natl mktg, Tony Monzo
Parent: Imasco
Agency: Ogilvy & Mather, N.Y.
Sr vp-grp dir, Dave Warden
Vp-assoc media dir, Alan Orlick
Media dir, Ray Simko

49. TOYOTA LOCAL DEALERS

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	$17,231,000	$15,049,000
Network radio	—	—
Outdoor	1,740,000	2,074,000
Network cable	—	(No data)
Newspapers	14,476,000	8,209,000
Total	**$33,447,000**	**$25,332,000**

Marketing/brand management:
Toyota Motor Sales U.S.A.:
Vp-mktg dir, George Borst
Brand mgmt, Charles Valentine
Brand mgrs: Dave Danzer (cars), Jan Thompson (trucks)
Agencies: Various

50. DIET COKE SOFT DRINK
Coca-Cola USA

	Media investments 1985	1984
Magazines	$ 453,000	—
Natl. Sun. mags.	—	—
Network tv	18,486,000	—
Spot tv	12,835,000	—
Network radio	19,000	—
Outdoor	134,000	$ 8,000
Network cable	292,000	(No data)
Newspapers	551,000	966,000
Total	**$32,770,000**	**$974,000**

Marketing/brand management:
Sr vp mktg, Sergio Zyman
Grp brand mgr, Micheal Beindorff
Brand mgr, Daniel Sayre
Assoc brand mgr, Virginia Rockwell
Asst brand mgr, Brian Lanahan
Agency: SSC&B, New York
Exec vp, F. Stone Roberts
Sr vp-mgmt supr, Donald Lenehan
Vp-acct supr, Michael Skoletsky
Acct execs: Sheila Dailey, Lisa O'Connell
Exec vp media, Robert Lilley
Media dir, Alan Jurmain
Asst acct exec, Roger Fishman
Staff asst, Linda Rosen
Vp-assoc media dir, Chris Gagen
Asst media dir, Ellen Politi
Media plnr, David Lowery
Black agency: Burrell, Atlanta
Sr vp-gm (Atlanta), William Sharp
Acct exec, Raynard Hall
Vp-media dir, Nick Howse
Media supr, Michelle Garner

51. CAMPBELL'S CANNED SOUPS
Campbell Soup Co.

	Media investments 1985	1984
Magazines	$ 2,009,000	$ 3,541,000
Natl. Sun. mags.	495,000	821,000
Network tv	21,112,000	21,178,000
Spot tv	2,013,000	2,171,000
Network radio	4,655,000	4,021,000
Outdoor	—	—
Network cable	474,000	No data
Newspapers	1,537,000	960,000
Total	**$32,295,000**	**$32,692,000**

Marketing/brand management:
Vp-grp gm, Dan Santangelo
Sr mktg mgr, Larry Carpenter
Mktg mgrs: Lisa Lynn, Bob Steenrod
Dir media srvcs, George Mahrlig
Agencies: SCS Advertising, Camden, N.J. (in-house)
Managing dir, Paul Mulcahy
Backer & Spielvogel, N.Y.
Exec vp-coo, G. Robert Holmen
Sr vp-grp mgmt rep, Joseph Prior
Vp-mgmt supr, James Keller
Vp-acct dirs: Will Eddy, Jeff Andrews
Acct supr, Katherine Moreau
Sr vp media, Jay Schoenfeld
Media dir, Ann Meschery
Acct execs: Victoria Glendinning, Hal Katkov
Media supr, Lisa Tronick

52. WINSTON CIGARETTES
R. J. Reynolds Tobacco Co.

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Outdoor	$25,510,000	$10,736,000
Network cable	—	No data
Newspapers	6,458,000	7,217,000
Total	**$31,968,000**	**$7,953,000**

Marketing/brand management:
Sr vp brand mktg, R. M. Kampe
Vp brand mgmt, J. T. Winebrenner
Mktg dir, R.M. Sanders
Sr brand mgr, D. S. Johnson
Dir media, Dan Pearson
Grp mgr media admin, R. E. Neal

Grp plng mgr, T. J. McCabe
Brand plng mgr, Neal Sandler
Parent: RJR Nabisco
Creative agency:
McCann-Erickson, N.Y.
Exec vp, Edward G. A. Bathon
Sr vp-mgmt rep, Robert J. Dunn

53. DIET PEPSI SOFT DRINK

Pepsi-Cola, U.S.A.

(Not including joint ads with Pepsi regular)

	Media investments 1985	1984
Magazines	$ 1,008,000	$ 797,000
Natl. Sun. mags.	—	—
Network tv	9,147,000	15,935,000
Spot tv	21,269,000	20,382,000
Spot radio	—	—
Outdoor	39,000	375,000
Network cable	81,000	No data
Newspapers	73,000	657,000
Total	**$31,617,000**	**$38,146,000**

Marketing/brand management:
Pres, Roger Enrico
Exec vp-dir mktg/sls, John Costello
Sr vp crtv srvcs, Allan Pottasch
Vp mktg, Richard Blossom
Adv mgr, Jeff Myers
Media dir, Henry V. Hayes
Assoc media dir, Mary Ann Power
Natl media mgr, Ron Mednick
Agency: BBDO, New York
Exec vp-sr mgmt rep, Gary DePaolo
Sr vp-mgmt supr, Bill Katz
Exec vp-dir media srvcs, Arnie Semsky
Sr vp-dir media plng srvcs, Mike Drake
Sr vp-dir net tv & prog, William Croasdale
Sr vp-assoc media dir, Ivan Becker
Vp-net supr, Stewart Schlossman
Net buyer, Diane Lattanzi
Media suprs: Rene Goldmuntz, May Ann Cunningham
Media plnr, Oscar Fojas
Ethnic creative agency:
Mingo-Jones, N.Y.
Sr vp-dir client srvcs, Samuel Chisolm
Acct exec, Eric Randolph

54. BENSON & HEDGES FILTER & MENTHOL LIGHTS 100S CIGARETTES

(joint product ads)

Philip Morris U.S.A.

	Media investments 1985	1984
Magazines	$22,601,000	$ 9,301,000
Natl. Sun. mags.	3,139,000	3,584,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Outdoor	—	—
Network cable	—	No data
Newspapers	5,859,000	5,835,000
Total	**$31,599,000**	**$18,720,000**

Marketing/brand management:
Grp dir brand mgmt, Robert Roper
Brand mgr, Renee Simons
Vp media, James L. Thompson Jr.
Agency: Wells, Rich, Greene, N.Y.
Sr vp-acct grp hd & mktg dir, Jayne Eastman
Vp-mgmt supr, Vince Minicucci
Sr vp-corp media dir, Bob Geis
Vp-language srvcs dir, Mike Haggerty
Vp-media grp hd, William Ferguson

55. FORD ESCORT CAR

Ford Motor Co.

	Media investments 1985	1984
Magazines	$ 8,370,000	$ 4,181,000
Natl. Sun. mags.	—	—
Network tv	17,603,000	12,865,000
Spot tv	3,079,000	421,000
Network radio	—	—
Outdoor	102,000	52,000
Network cable	433,000	No data
Newspapers	824,000	95,000
Total	**$30,411,000**	**$17,614,000**

Marketing/brand management:
Ford Division:
Vp-gen mktg mgr, Ross Roberts
Adv mgrs: John Vanderzee, R.J. Gillooly (cars),
Media mgr, Dick Halseth
Adv-sls prom, A. Pridgeon
Agency: JWT, Detroit, MI
Exec vp-gm, Peter Schweitzer
Sr vp-acct dir, Bill Williams
Sr vp-media dir, Tom Healey
Vp-grp media dir (cars & trucks), Paul Hunt
Vp-media dir (cars), Howard Spokes
Sr vp-bdcst supr, Ron Fredrick
Hispanic markets agency:
Hispania/JWT, N.Y.
Sr vp-gm, Caroline Demy
Acct supr, Ivan Pichardo
Media dir, Nancy Tellet
Black agency: Burrell, Chicago
Mgmt supr, Thomas J. Burrell
Media dir, Nick Howse
Sr media plnr, Zeline Kelly
Sr vp-dir acct srvcs, Charles L. Wimbley
Vp-mgmt supr, Donald A. Coleman
Vp-acct supr, Freida Curry
Asst acct exec, Leroy Kemp

56. AT&T INFORMATION SYSTEMS

American Telephone & Telegraph Co.

	Media investments 1985	1984
Magazines	$14,378,000	$ 9,783,000
Natl. Sun. mags.	883,000	113,000
Network tv	4,454,000	17,205,000
Spot tv	1,401,000	2,623,000
Network radio	3,007,000	4,993,000
Outdoor	—	—
Network cable	70,000	No data
Newspapers*	6,056,000	6,771,000
Total	**$30,249,000**	**$41,488,000**

*M&MD estimates

Marketing/brand management:
Adv dir, R. R. Draper
Div mgrs: P. C. Shyposh, K. Vereb
Agency: Ogilvy & Mather, N.Y.
Sr vp-grp dir, Kelly O'Dea
Vp-mgmt supr, Cynthia Round
Sr vp-assoc media dir, Wilma Epstein
Vp-asst media dir, Andrea McAteer

57. CHEVROLET DEALERS ASSOCIATIONS

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	$26,149,000	$17,326,000
Network radio	—	—
Outdoor	175,000	2,000
Network cable	—	No data
Newspapers	3,694,000	2,090,000
Total	**$30,018,000**	**$19,418,000**

Marketing/brand management:
Chevrolet Div., General Motors:
Gm, Robert D. Burger
Gen sls & srvc mgr, Robert W. Starr
Gen mktg mgr, Thomas A. Staudt
Asst gen sls mgr, M. H. Erdman

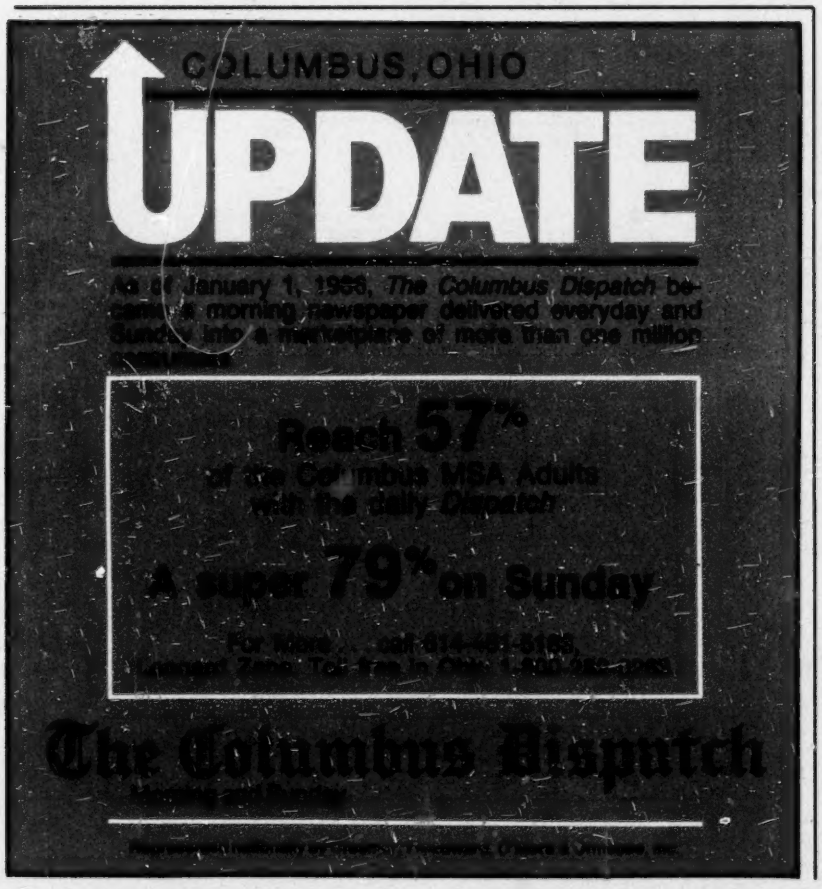
Mktg mgrs: Ed K. Roggenkamp III (fld), Thomas R. Mason (passenger cars), John M. Kelley (trucks)
Mgrs adv: Danielle K. Colliver (passenger cars), G. Neil Perkins (trucks)
Asst mgr fld mktg, Dave Reardon
Agencies: Various
Chosen by 157 dealer associations nationwide

58. PONTIAC DEALERS ASSOCIATIONS

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	$28,974,000	$18,046,000
Network radio	—	—
Outdoor	25,000	—
Network cable	—	No data
Newspapers	728,000	347,000
Total	**$29,729,000**	**$18,393,000**

Marketing/brand management:
Pontiac Div., General Motors Corp.:
Gm, J. Michael Losh
Gen sls & srvc mgr, E. M. Schlesinger
Asst sls & srvc mgr, William E. Enockson
Adv mgr, Charlene Curry
Agency: D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich.
Vc chmn, Robin Smith
Sr vp-mgmt supr, Mark Gjovik
Acct mgr, Pat Brown
Acct supr, Mike Valant
Acct execs: Greg Long, Terry Reed (merch), Bob Nicholls (prod info), Art Pepin (sis promo), Jim Holman
Sr vp-dir media srvcs, George M. Rogers, Jr.
Vp-grp media dir, Ed Coosaia

The top five domestic auto brand families are listed in the category listings, page 56.



59. FORD TEMPO CAR
Ford Motor Co.

	Media investments 1985	1984
Magazines	$10,165,000	$ 8,260,000
Natl. Sun. mags.	—	—
Network tv	17,676,000	17,377,000
Spot tv	1,179,000	2,137,000
Network radio	—	—
Outdoor	55,000	359,000
Network cable	425,000	No data
Newspapers	70,000	330,000
Total	**$29,570,000**	**$28,463,000**

Marketing/brand management:
Ford Division:
Vp-gen mktg mgr, Ross Roberts
Adv mgrs: John Vanderzee, R. J. Gillooly (cars)
Media mgr, Dick Halseth
Adv-sls prom, A. Pridgeon
Agency: J. Walter Thompson, Detroit, MI
Exec vp-gm, Peter Schweitzer
Sr vp-acct dir, Bill Williams
Sr vp-media dir, Tom Healey
Vp-grp media dir (cars & trucks), Paul Hunt
Vp-media dir (cars), Howard Spokes
Sr vp-bdcst supr, Ron Fredrick
Hispanic markets agency: Hispania/JWT, N.Y.
Sr vp-gm, Caroline Demy
Acct supr, Ivan Pichardo
Media dir, Nancy Tellet
Black agency: Burrell, Chicago
Mgmt supr, Thomas J. Burrell
Media dir, Nick Howse
Sr media plnr, Zeline Kelly
Sr vp-dir acct srvcs, Charles L. Wimbley
Vp-mgmt supr, Donald A. Coleman
Vp-acct supr, Freida Curry
Asst acct exec, Leroy Kemp

60. AT&T INTERNATIONAL LONG DISTANCE SERVICE
AT&T Communications

	Media investments 1985	1984
Magazines	$ 9,482,000	$3,998,000
Natl. Sun. mags.	257,000	117,000
Network tv	—	511,000
Spot tv	14,794,000	6,447,000
Network radio	—	—
Outdoor	—	—
Network cable	444,000	No data
Newspapers*	4,326,000	1,693,000
Total	**$29,303,000**	**$12,766,000**

*M&MD estimates

Marketing/brand management:
Adv dir, K. M. Armstrong
District mgrs: J. Kleban, S. Block, J. Woodall
Agency: Young & Rubicam, N.Y.
Sr vp-grp dir, M. Lowenstein
Sr vp-mgmt supr, M. Linder
Sr vp-asst dir plng, G. Sharpe

61. AMERICAN FAMILY MAIL-ORDER PROMOTIONS

National Syndications, Inc.

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	$28,735,000	$14,168,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Outdoor	—	—
Network cable	—	No data
Newspapers	42,000	63,000
Total	**$28,777,000**	**$14,231,000**

Marketing/brand management:
Vp mktg, Jess Joseph
Pres, Bud Pironti
Parent: National Paragon
Agency: In-house
Media coor, Andrea DiMaggio

62. MARLBORO & MARLBORO LIGHT 25s CIGARETTES

(multi-product ads)

Philip Morris U.S.A.

	Media investments 1985	1984
Magazines	$14,336,000	$ 879,000
Natl. Sun. mags.	2,606,000	139,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Outdoor	126,000	12,000
Network cable	—	No data
Newspapers*	11,637,000	1,317,000
Total	**$28,705,000**	**$2,347,000**

*M&MD estimates

Marketing/brand management:
Grp dir brand mgmt, Robert Roper
Grp brand mgr, Richard Stirlin
Brand mgr, Nancy Brennan
Vp media, James L. Thompson Jr.
Agency: Leo Burnett, Chicago
Sr vp-acct dir, Jim Oates
Vp-acct dir, Peter Volz
Acct supr, Paul Driggs
Exec vp media srvcs div, Willard Hadlock
Vp-media dir, Bob Houghtlin

63. MATTEL TOYS

Mattel, Inc.

(Not including specific ads for Mattel games, dolls, etc.)

	Media investments 1985	1984
Magazines	$ 1,603,000	$ 1,637,000
Natl. Sun. mags.	—	—
Network tv	13,930,000	15,454,000
Spot tv	11,906,000	6,723,000
Network radio	—	—
Outdoor	—	184,000
Network cable	1,079,000	No data
Newspapers*	77,000	887,000
Total	**$28,595,000**	**$24,885,000**

*M&MD estimates

Marketing/brand management:
Exec vp mktg, Joe F. Morrison
Vp entertainment, John Weems
Dir adv srvcs, James G. King
Agency: Ogilvy & Mather, N.Y.
Vp-mgmt supr, Freddie Bee
Sr vp-media dir, Ron Reilly
Vp-assoc media dir, Tom Coughlin
Asst media dir, Rena Sonshine

64. COLGATE REGULAR & GEL TOOTHPASTE

(joint product ads)

Colgate-Palmolive Co.

	Media investments 1985	1984
Magazines	$ 2,430,000	$ 1,539,000
Natl. Sun. mags.	86,000	87,000
Network tv	20,202,000	18,140,000
Spot tv	4,993,000	5,870,000
Network radio	—	—
Outdoor	—	—
Network cable	623,000	No data
Newspapers	122,000	80,000
Total	**$28,456,000**	**$25,716,000**

Marketing/brand management:
Vp-gm, A. C. Shepard
Vp-dir mktg, R. E. Blanchard
Category mgr (oral care), Lois Deming
Sr prod mgr, Jack Haber
Corp dir media, Roger Godbeer
Mgr media plns, Steve Freilich
Agency: Young & Rubicam, N.Y.
Vp plng-grp supr, Sue Chamberlin

Alphabetical index appears on page 55.

65. NUPRIN PAIN RELIEVER

Bristol-Myers Co.

	Media investments 1985	1984
Magazines	$ 3,505,000	$ 3,663,000
Natl. Sun. mags.	65,000	281,000
Network tv	22,162,000	15,552,000
Spot tv	1,815,000	470,000
Network radio	—	—
Outdoor	—	—
Network cable	875,000	No data
Newspapers	32,000	649,000
Total	**$28,454,000**	**$20,615,000**

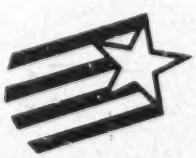
Marketing/brand management:
Sr vp sls & mktg, Steven Bear
Grp prod mgr, Steve Lang
Mktg dir, Beth Culligan
Agency: Grey, New York
Sr vp, Theodore H. Lieberman
Exec vp media & prog srvcs, Alec Gerster
Vp-assoc media dir, John Jacobs

66. FEDERAL EXPRESS AIR CARGO

Federal Express Corp.

	Media investments 1985	1984
Magazines	$ 1,907,000	$ 826,000
Natl. Sun. mags.	—	—
Network tv	16,605,000	15,105,000
Spot tv	6,428,000	3,547,000
Network radio	—	—
Outdoor	—	—
Network cable	173,000	No data
Newspapers	3,258,000	3,587,000
Total	**$28,371,000**	**$23,065,000**

Marketing/brand management:
Sr vp-mktg/cust srvcs admin, Carole A. Presley
Vp mktg, T. Michael Glenn
Corp mktg dir, Gayle M. Christensen
Mktg dir (Express Product), Richard M. Metzler
Corp adv mgr, Nancy L. Altenburg
Agency: Ally & Gargano, N.Y.
Chmn-pres, Amil Gargano
Sr vp-mgmt supr, Dennis Visich
Vp-mgmt supr, Dennis Glennon
Vp-assoc med dir, Hal Zwick
Media dir, Tom Szczepanski
Acct supr, Mark Hurst
Acct exec, Hugh McCloy



67. RED LOBSTER RESTAURANTS

Red Lobaster Inns of America

	Media investments 1985	1984
Magazines	$ 372,000	$ 149,000
Natl. Sun. mags.	—	6,000
Network tv	12,883,000	13,592,000
Spot tv	14,832,000	16,155,000
Network radio	—	46,000
Outdoor	200,000	219,000
Network cable	—	No data
Newspapers	No data	No data
Total	**$28,287,000**	**$30,167,000**

Marketing/brand management:
Vp adv & merch, Charles Tate
Natl adv mgr, Rick Weber
Natl media mgr, Leslie Fontenot
Natl fld mktg mgr, Jeff Whitney
Parent: General Mills
Agency: Grey, New York
Exec vp, Stew Hegleman
Sr vp, Warren Fischer
Exec vp media & prog srvcs, Alec Gerster
Vp-assoc media dir, John Jacobs

68. NUTRASWEET SWEETENER

G.D. Searle & Co.

	Media investments 1985	1984
Magazines	$ 1,119,000	$ 3,424,000
Natl. Sun. mags.	—	—
Network tv	26,174,000	19,700,000
Spot tv	703,000	369,000
Network radio	—	25,000
Outdoor	—	2,000
Network cable	262,000	No data
Newspapers	—	—
Total	**$28,258,000**	**$23,520,000**

Marketing/brand management:
Vp mktg, Nile Wendorf
Mktg dir, Art Curtis
Parent: Monsanto
Agency:
Dimensional Marketing, Chicago
Acct suprs: Lee Colpi, Jeff Mantell
Acct execs: Scott Cotherman, Cindy Taliani
Media dir, Susan Bossert

69. MARLBORO REGULAR CIGARETTES

Philip Morris U.S.A.

	Media investments 1985	1984
Magazines	$ 4,217,000	$ 4.056,000
Natl. Sun. mags.	—	7,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Outdoor	19,329,000	9,612,000
Network cable	—	No data
Newspapers	4,324,000	7,768,000
Total	**$27,870,000**	**$21,443,000**

Marketing/brand management:
Grp dir brand mgmt, Robert Roper
Grp brand mgr, Richard Stirlin
Brand mgr, Nancy Brennan
Vp media, James L. Thompson Jr.
Agency: Leo Burnett, Chicago
Sr vp-acct dir, Jim Oates
Vp-acct dir, Peter Volz
Acct supr, Paul Driggs
Exec vp media srvcs div, Willard Hadlock
Vp-media dir, Bob Hougtlin

70. NABISCO COOKIES

Nabisco Brands, Inc.

(Not including separate Fig Newton and Apple Newton advertising)

	Media investments 1985	1984
Magazines	$ 2,713,000	$ 1,991,000
Natl. Sun. mags.	22,000	170,000
Network tv	18,255,000	16,104,000
Spot tv	5,010,000	9,659,000
Network radio	—	—
Outdoor	—	—
Network cable	1,097,000	No data
Newspapers	540,000	1,430,000
Total	**$27,637,000**	**$29,354,000**

Marketing/brand management:
Vp mktg, Harry Lees
Mktg dir, Bill Stuart
Grp prod dirs: Norman Vergara, Carol Lewbell Gray
Parent: RJR Nabisco
Agencies: William Esty, N.Y.
(Oreo, Nutter Butter)
Sr vp-mgmt supr, Tom Hayes
Sr vp-media dir, Peter Triolo
Asst media dir, Steven Lederman
DFS-Dorland, New York
(Almost Home, Chips Ahoy, Chewy Chips Ahoy)
Sr vp-grp dir, Ray Caro
Vp-acct supr, Gay Clark
Acct suprs: Andy Gray, Marty Gertler
Acct execs: Brad Kunhardt, Katy Tirpaeck
Sr vp media, Lou Capozzoli
Exec vp-media dir, Allen Banks
Vp-assoc media dir, Lucille Monaco

71. KODAK FILM

Eastman Kodak Co.

	Media investments 1985	1984
Magazines	$ 3,886,000	$ 2,852,000
Natl. Sun. mags.	—	—
Network tv	15,373,000	20,766,000
Spot tv	5,298,000	6,255,000
Network radio	806,000	818,000
Outdoor	508,000	990,000
Network cable	1,196,000	No data
Newspapers	493,000	1,133,000
Total	**$27,560,000**	**$32,814,000**

Marketing/brand management:
Vp-gm (photo prod grp), W. J. Prezzano
Vp mktg, Jack Powers
Vp-dir mktg comm srvcs, Michael J. Forte
Dir mktg comm srvcs, Bruce R. Wilson
Agencies: JWT, New York
Sr vp-mgmt dir, Jerry Gottlieb
Sr vp-acct dir, Bonnie Webster
Vp-acct dir, Howard Holder
Sr acct suprs: Mitchell Brooks, Ernest Emerling (intl)
Acct suprs: Warren Milich, Richard O'Leary, Michelle Williams (intl)
Acct reps: Neville Smythe, Diane Wainwright, Sandy Meyers, Jackie Geffke
Exec vp-U.S. dir media srvcs, Richard Kostyra
Sr vp-dir media plng, John Gray
Sr vp-dir net neg, John Sisk
Vp-assoc media dirs: David Murphy (plng), Gwyn Kaufman (neg), Bert Peller
Media supr, Vickie Roschen
Rumrill Hoyt, Rochester, N.Y.
(professional, trade)
Ceo, Richard Thomson
Sr vp-dir client srvcs, Donald B. Weber
Sr vp-grp mgr, David A Fisher
Vp-assoc grp mgr, Vicki Lewis
Vp-media dir, William Mackey
Assoc media dir, Don Cramer
Minority agency: Uniworld, N.Y.
Sr vp-grp dir, Herb Kemp
Vp-mgmt supr, Gregory T. Walker
Sr vp media, Sheri Cherot
Assoc media dir, John Harris

72. KLEENEX HUGGIES DIAPERS
Kimberly-Clark Corp.

	Media investments 1985	1984
Magazines	$ 1,454,000	$ 1,077,000
Natl. Sun. mags.	—	—
Network tv	23,153,000	21,312,000
Spot tv	2,312,000	2,444,000
Network radio	—	—
Outdoor	—	—
Network cable	121,000	No data
Newspapers	357,000	6,000
Total	**$27,397,000**	**$24,839,000**

Marketing/brand management:
Vp brand mgmt, Richard F. Auchter
Mktg dir, W. Dudley Lehman
Dir adv srvcs, George J. Ker, Jr.
Agency: Ogilvy & Mather, N.Y.
Sr vp-grp dir, Cliff Angers
Vp-mgmt supr, David Mechlin
Vp-assoc media dir, Ray Simko
Vp-asst media dir, Barbara Kupersmith

73. NOW FILTER 100s CIGARETTES
R.J. Reynolds Tobacco Co.

	Media investments 1985	1984
Magazines	$13,642,000	$15,647,000
Natl. Sun. mags.	4,066,000	2,412,000
Network tv	—	—
Network radio	—	—
Outdoor	—	—
Network cable	—	No data
Newspapers	9,453,000	6,910,000
Total	**$27,161,000**	**$24,969,000**

Marketing/brand management:
Sr vp mktg, R. M. Kampe
Vp brand mgmt, J. T. Winebrenner
Mktg dir, D. N. Iauco
Brand mgr, K. V. McCaffrey
Dir mktg srvcs, C. T. Baroody
Dir media, Dan Pearson
Grp mgr media admin, R. E. Neal
Parent: RJR Nabisco
Creative agency: Leber Katz, N.Y.
Exec vp-dir client srvcs, Robert Hirsch
Vp-acct grp supr, Janice Lee
Acct supr, Erik M. Stokkebye
Acct exec, Elliot J. Galdy

74. VOLKSWAGEN GOLF CAR
Volkswagen of America, Inc.

	Media investments 1985	1984
Magazines	$ 3,630,000	$ 3,401,000
Natl. Sun. mags.	—	435,000
Network tv	14,626,000	5,479,000
Spot tv	2,243,000	246,000
Network radio	—	—
Outdoor	1,000	—
Network cable	461,000	No data
Newspapers*	6,081,000	706,000
Total	**$27,042,000**	**$10,027,000**

*M&MD estimates

Marketing/brand management:
VW U.S.:
Vp, James R. Fuller
Mgr-mkt rep, Stuart Hamilton
Dir mktg, Richard Marcy
Mgr adv, William Gelgota
Adv mgr, Gary Grabowski

Agency: Doyle Dane Bernbach, Detroit
Pres, Brian Boller
Sr vp-acct supr, Sal Triano
Sr acct execs: Peter Toundas, Steve Swanson
Vp-acct supr, Ron Rogginger
Sr vp-media dir, Robert Mancini

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Indianapolis, IN 46268
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75. DODGE LOCAL DEALERS

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	$14,738,000	$15,5450,000
Network radio	—	—
Outdoor	849,000	465,000
Network cable	—	No data
Newspapers	11,450,000	12,340,000
Total	**$27,037,000**	**$28,255,000**

Marketing/brand management:
Chrysler Corp:
Vp mktg, Joseph A. Campana
Gen mktg mgr, John B. Damoose
Natl adv mgr, Arthur C. Kesteloot
Adv mgrs: Michael O'Malley (cars), William Tracey (trucks)
Agencies: Various

76. MCI CONSUMER LONG DISTANCE
MCI Communications Corp.

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	$25,665,000	$26,513,000
Network radio	—	—
Outdoor	—	—
Network cable	—	(No data)
Newspapers*	1,145,000	2,583,000
Total	**$26,810,000**	**$29,096,000**

*M&MD

Marketing/brand management:
Sr vp corp affairs, Howard Crane
VP adv, Judy Ranzer
Adv dir, Ann Weeks
Agency: D'Arcy Masius Benton & Bowles, New York
Sr vp-grp dir, Richard Hopple
Vp-acct supr, Nathan Stein
Acct execs: Alan Bosworth, Ken Kahn
Sr vp media, Richard Hamilton
Media dir, Mark McLaughlin
Asst media dir, Scott Murphy
Media plnr, Noreen Delaney

AT&T has seven entries in the Top 200.

77. LONG JOHN SILVER'S RESTAURANTS
Jerrico, Inc.

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	$26,304,000	$19,643,000
Network radio	—	—
Outdoor	278,000	105,000
Network cable	—	(No data)
Newspapers	(No data)	(No data)
Total	**$26,582,000**	**$19,748,000**

Marketing/brand management:
Exec vp mktg, Anthony M. Lavely
Vp prod mktg, Donald A. Metznik
Prod mktg dirs: Edward C. Binzel, Lee F. Hardy
Vp fld mktg, George K. Antonini
Agencies: Abbott Advertising, Lexington, Ky.
(in-house)
Vp-gm, David M. Miller
Vp media, Harvey Hirsch
Sr media mgr, Joan Knox
Foote, Cone & Belding, Chicago
Sr vp-dir media, Fred Wray
Vp-acct dir, Mark Pacchini
Acct exec, Jeff Harmet
Media dir, Bruce Smith
Grp mgmt supr, Mitch Engel

78. TWA PASSENGER SERVICE
Transworld Airlines, Inc.

	Media investments 1985	1984
Magazines	$ 7,430,000	$ 5,144,000
Natl. Sun. mags.	732,000	611,000
Network tv	—	—
Spot tv	9,478,000	12,095,000
Network radio	—	810,000
Outdoor	228,000	310,000
Network cable	125,000	(No data)
Newspapers	8,190,000	21,424,000
Total	**$26,183,000**	**$40,394,000**

Marketing/brand management:
Vp passenger mktg, Tim Brier
Dir adv, Tracy Britten
Agency: Young & Rubicam, N.Y.
Media grp supr, Joe Mannix
Media supr, Gary Kagawa
Sr plnrs: John Stumpfig, John Donnelly
Plnrs: Sara Barrack, Michael Berg

79. TOYOTA CARS & TRUCKS (multi-product ads)
Toyota Motor Sales U.S.A., Inc.

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$ 458,000	—
Spot tv	23,332,000	$14,921,000
Network radio	—	—
Outdoor	281,000	80,000
Network cable	255,000	(No data)
Newspapers*	1,778,000	2,097,000
Total	**$26,104,000**	**$17,098,000**

*M&MD estimates

Marketing/brand management:
Vp-mktg dir, George Borst
Brand mgmt, Charles Valentine
Brand mgrs: Dave Danzer (cars), Jan Thompson (trucks)
Agency: DFS Dorland Worldwide/ S. Calif. (Torrance)
Sr vp-grp dir, Joe Chanin
Vp-grp acct suprs: Warren Benjamin, Ray Damiano, Scott Gilbert (trucks only)
Acct suprs: Dave Doyce, John Russell, John Upton (trucks only)
Acct execs: John Bucci, Kathy Moylan (trucks only), Linda Malley, Steve Jett
Sr vp media, Richard Weigand
Sr vp-media dir, Nora Lapham
Assoc med dir, Katherine Galicich

80. CHRYSLER LeBARON CAR
Chrysler Corp.

	Media investments 1985	1984
Magazines	$ 6,682,000	$2,927,000
Natl. Sun. mags.	154,000	28,000
Network tv	12,469,000	4,672,000
Spot tv	2,810,000	704,000
Network radio	—	—
Outdoor	1,233,000	3,000
Network cable	382,000	(No data)
Newspapers	264,000	29,000
Total	**$25,994,000**	**$8,363,000**

Marketing/brand management:
Vp-mktg, J. A. Campana
Gen mktg mgr, AC. Liebler
Natl adv mgr, M. V. Howe
Adv mgrs: G. C. Hunt, R. S. Zarowitz (fwd plng), J. M. Casola (dealer)
Agency: B, J, K & E, Detroit
Exec vp-gm, George F. Beech
Sr vp-mgmt suprs: L. Vernon, J. P.

Hickey (dealer assn)
Vp-acct supr, J. A. Jacobs
Sr vp-media dir, P. D. Matz
Sr vp-dir media plng, E. E. Kruger
Vp-corp media cont dir, S. Kulczycki
Acct execs: N. Sparrer, G. Burkhardt
Merchandising agency: Ross Roy, Detroit
Exec vp, Richard C. Ward
Sr vp, J. V. Vehko
Sr vp-gm (Ross Roy Prods), R. J. Oliver
Vp-grp acct suprs: D. F. Baldwin, T. W. Kemper, J. A. Sanfilippo, D. C. Scheich
Vp-acct suprs: G. T. Abdullah, C. L. Reid, R. B. Smith, M. P. Webster, R. H. Wes:
Sr vp-media dir, G. N. M. Moody

81. HONDA ACCORD CAR

American Honda Motor Co., Inc.

	Media investments 1985	1984
Magazines	$ 8,355,000	$ 2,251,000
Natl. Sun. mags.	140,000	110,000
Network tv	15,518,000	7,086,000
Spot tv	369,000	694,000
Network radio	798,000	641,000
Outdoor	7,000	7,000
Network cable	477,000	(No data)
Newspapers*	245,000	211,000
Total	**$25,909,000**	**$11,000,000**

*M&MD estimates

Marketing/brand management:
Exec vp, Cliff Schmillen
Sr vp fld sls, Bill Myer
Sr vp sls oper, Tom Elliott
Natl adv mgr, Eric Conn
Asst natl adv mgr, Mike Dillon
Agency: Needham Harper, L.A.
Sr vp-mgmt rep, William C. Hagelstein
Vp-acct dir, Chuck Valentine
Acct suprs: Ron Boyd, Julie Boston, Joan Egan
Vp-assoc media dir, Stanley Botello

82. AQUA-FRESH TOOTHPASTE

Beecham Products Div.-U.S.

	Media investments 1985	1984
Magazines	—	$ 707,000
Natl. Sun. mags.	—	—
Network tv	$21,735,000	20,999,000
Spot tv	4,046,000	1,258,000
Network radio	—	—
Outdoor	—	—
Network cable	9,000	(No data)
Newspapers	—	17,000
Total	**$25,790,000**	**$22,981,000**

Marketing/brand management:
Vp mktg, R. Snell
Media dir, Philip Branch
Agency: Grey, New York
Sr vp-acct mgmt, Robert Burruss
Exec vp-dir media & prog, Alec Gerster
Vp-assoc media dir, Jack Jadick

83. SNICKERS CANDY BAR

M&M/Mars

	Media investments 1985	1984
Magazines	$ 1,655,000	$ 568,000
Natl. Sun. mags.	—	—
Network tv	14,319,000	12,650,000
Spot tv	6,365,000	4,461,000
Network radio	1,909,000	479,000
Outdoor	—	—
Network cable	1,492,000	(No data)
Newspapers*	39,000	42,000
Total	**$25,779,000**	**$18,200,000**

*M&MD estimates

Marketing/brand management:
Pres, Howard Walker
Sr vp, J. Langdon
Agency: Ted Bates, New York
Sr vp-mgmt rep, Pam Marcus
Vp-acct supr, Martha Eidman
Acct exec, Amy Baren
Sr vp-media dir, Barry Kaplan
Assoc media dir, Ruth Park-Sarlin

Nineteen truck and auto models are included in this ranking, representing 11 brand names.

84. TYLENOL REGULAR & EXTRA STRENGTH PAIN RELIEVER

(Joint product ads)

McNeil Consumer Products

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$22,248,000	$20,937,000
Spot tv	2,003,000	1,180,000
Network radio	431,000	—
Outdoor	—	—
Network cable	914,000	(No data)
Newspapers	—	—
Total	**$25,596,000**	**$22,117,000**

Marketing/brand management:
Vp mktg, Chandler D. Simonds
Dir prod mgmt, R. E. Whittaker
Group prod dir, Sal J. Uglietta
Prod dir, Brian D. Perkins
Asst prod dirs: R. L. Fugate, D. M. Casey, D. T. Moore
Parent: Johnson & Johnson
Agency: Saatchi & Saatchi, N.Y.
Sr vp-grp dir, Thomas Lom
Vp-acct supr, Patrick Furey
Acct exec, Kent Roman
Asst acct exec, Allison Glerum
Sr vp-media grp dir, Carol Karasick
Assoc media dir, Marcie Kazdin
Media supr, Charlie Greenberg
Media plnr, Jill Eisgrau

85. EVEREADY ENERGIZER BATTERIES

Union Carbide Corp.

	Media investments 1985	1984
Magazines	$ 89,000	$ 80,000
Natl. Sun. mags.	—	128,000
Network tv	23,798,000	18,941,000
Spot tv	53,000	173,000
Network radio	1,060,000	—
Outdoor	—	—
Network cable	252,000	(No data)
Newspapers*	85,000	1,471,000
Total	**$25,337,000**	**$20,793,000**

*M&MD estimates

Marketing/brand management:
Mktg mgr, G. D. Klein
Adv mgr, Douglas Orr
Agency: William Esty, N.Y.
Sr vp-acct dir, Harold J. Greer
Sr vp-mgmt supr, Kenneth C. Hite
Vp-acct supr, Whitney L. Beebe
Acct execs: Donald F. Gahan, John

E. Owen
Sr vp-media dir, Peter Triolo
Assoc media dir, Patricia Reilly
Media supr, Karen Bensen

86. STERLING SPECIAL BLEND FILTER CIGARETTES

R.J. Reynolds Tobacco Co.

	Media investments 1985	1984
Magazines	$13,375,000	$28,921,000
Natl. Sun. mags.	3,454,000	6,758,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Outdoor	3,206,000	3,361,000
Network cable	—	(No data)
Newspapers	5,053,000	10,556,000
Total	**$25,088,000**	**$49,596,000**

Marketing/brand management:
Sr vp mktg, R. M. Kampe
Vp brand mgmt, J. T. Winebrenner
Mktg dir, D. N. Iauco
Brand mgr, K. V. McCaffrey
Dir media, Dan Pearson
Grp mgr media admin, R. E. Neal
Parent: RJR Nabisco
Creative agency:
Tatham Laird & Kudner, Chicago
Sr ptnr-acct mgmt, Robert Hielscher
Mgmt supr, James Hill

87. IBM CORPORATE

International Business Machines Corp.

	Media investments 1985	1984
Magazines	$ 6,083,000	$ 6,369,000
Natl. Sun. mags.	498,000	311,000
Network tv	17,384,000	15,788,000
Spot tv	682,000	275,000
Network radio	—	—
Outdoor	—	1,000
Network cable	124,000	(No data)
Newspapers	314,000	5,000
Total	**$25,085,000**	**$22,749,000**

Marketing/brand management:
Dir adv, C. G. Francis
Dir adv oper, J. F. King
Dir adv pgms, W. P. Barton
Mgr tv adv, M. C. Gury
Mgr print adv, R. W. W. Baker
Mgr tv prom, E. Wyatt
Agency: Lord, Geller, Federico, Einstein, N.Y.
Sr vp-acct dir, Bill Wardell

88. MICHELOB LIGHT BEER

Anheuser-Busch, Inc.

	Media investments 1985	1984
Magazines	$ 2,097,000	$ 398,000
Natl. Sun. mags.	—	—
Network tv	14,392,000	20,375,000
Spot tv	6,775,000	3,036,000
Network radio	136,000	613,000
Outdoor	73,000	11,000
Network cable	1,500,000	(No data)
Newspapers	5,000	46,000
Total	**$24,978,000**	**$24,479,000**

Marketing/brand management:
Exec vp mktg, Michael J. Roarty
Vp brand mgmt, Jack MacDonough
Vp corp media/sports mktg, Charles B. Fruit
Grp mktg mgr, David C. Drew
Sr prod mgr, James Sebo
Agency: Needham Harper, Chicago
Acct supr, Peter Kuntz
Sr vp-mgmt rep, Don Richards
Acct exec, Senn Moses
Asst acct exec, Beth Kennedy
Vp-grp acct dir, Ron Bess
Vp-assoc media dir, Gary Mueller
Media supr, Tim Kopaczewski

89. KROGER FOOD STORES

The Kroger Co.

	Media investments 1985	1984
Magazines	$ 56,000	$ 6,000
Natl. Sun. mags.	—	—
Network tv	9,000	—
Spot tv	24,352,000	20,455,000
Network radio	—	—
Outdoor	533,000	222,000
Network cable	—	(No data)
Newspapers	(No data)	(No data)
Total	**$24,950,000**	**$20,683,000**

Marketing/brand management:
VP adv, Dick Owens
Mgr Kroger Mktg Area sls, Greg Klausing
Agency: Campbell-Mithun, Chicago
Sr vp-mgmt supr, Jon Wylie
Vp-assoc media dir, Janet Bak

Six corporate campaigns are in the Top 200.

90. K MART MISCELLANEOUS BRANDS

(multi-product ads not fitting in other LNA categories)

K Mart Corp.

	Media investments 1985	1984
Magazines	$ 5,234,000	$ 8,682,000
Natl. Sun. mags.	—	—
Network tv	11,231,000	7,278,000
Spot tv	4,704,000	4,033,000
Network radio	3,423,000	—
Outdoor	44,000	171,000
Network cable	101,000	(No data)
Newspapers	(No data)	(No data)
Total	**$24,737,000**	**$20,164,000**

Marketing/brand management:
Vp store plng, R. R. Dejaeghere
Vp sls & mktg, J. L. Moser
Dir mktg, C. P. Rampi
Dir crtv adv, B. Di Bartolomeo
Agency: Ross Roy, Detroit
Exec vp-retl oper, Peter Vetowich
Exec vp-dir crtv adv, Jack Frakes
Sr vp-grp acct supr, Byron Shaffer
Vp-grp acct supr, Roger Sherman
Sr vp mktg srvcs, Gerald Moody
Vp-grp media dirs: Alfred A. Duz (print), Patricia Cuda (bdcst)
Media plnr, Sandy Kotlarz

91. PENNEY'S MISCELLANEOUS BRANDS

(multi-product ads not fitting into other LNA categories)

J.C. Penney Co., Inc.

	Media investments 1985	1984
Magazines	$ 97,000	$ 71,000
Natl. Sun. mags.	9,000	—
Network tv	19,614,000	11,868,000
Spot tv	4,498,000	2,030,000
Network radio	—	—
Outdoor	91,000	53,000
Network cable	155,000	(No data)
Newspapers	(No data)	(No data)
Total	**$24,464,000**	**$14,022,000**

Marketing/brand management:
Vp-dir corp mktg, J. Wells
Mgr mktg comm, William Ferguson
Mgr media srvcs, James F. Boynton
Natl media plnr, Dave Wood
Adv mgr, Edward Hayward
Catalog Division:
Sr vp-dir, Rod Birkins
Dir cat mdsg, Julius Debbs
Mgr cat mktg, Demos Zacharia
Dir cat adv & pubs, William Kelly

Agency: NW Ayer, New York
Retail:
Sr vp-mgmt supr, Charles Meding
Vp-acct suprs: Meryl Nierman, R. C. Morrison
Sr vp-grp media dir, A. Brivic
Vp-assoc media dir, R. Alcott

92. DOWNY FABRIC SOFTENER
The Procter & Gamble Co.

	Media investments 1985	1984
Magazines	$ 1,327,000	—
Natl. Sun. mags.	—	—
Network tv	13,971,000	$15,887,000
Spot tv	8,316,000	3,687,000
Network radio	—	—
Outdoor	—	—
Network cable	765,000	(No data)
Newspapers	—	33,000
Total	**$24,378,000**	**$19,607,000**

Marketing/brand management:
Div mgr, C. C. Carroll
Adv mgr, R. H. Van Wagener
The media group includes:
Media dir, J. W. Van Cleave
Asst media dir, Gordon Young
Media mgrs: E. R. Plowden, Lynne C. Veil, James R. Maxwell III, Marian Grant
Media suprs: James P. Connell, S. E. Bentzinger, John Taylor, Stuart Kunkler
Net scheduler, Dinah J. Noble
Media assts: Judy Markel, Ann Barrows, Thomas F. Frank
Agency: Grey, New York
Exec vp, Neil Kreisberg
Mgmt supr, Ken Levy
Acct supr, David Freilicher
Exec vp-media & prog srvcs, Alec Gerster
Vp-assoc media dir, John Jacobs

93. COLECO TOYS
Coleco Industries, Inc.
(Not including ads solely for Cabbage Patch Kids)

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	$ 300,000
Spot tv	$24,060,000	5,896,000
Network radio	—	—
Outdoor	103,000	—
Network cable	2,000	(No data)
Newspapers	198,000	—
Total	**$24,363,000**	**$6,196,000**

Marketing/brand management:
Exec vp mktg, Al Kahn
Sr vp-mktg brand mgmt, Bob Jackman
Vp-brand mgrs: Bob Rao, Stan Clutton
Dirs mktg: Larry Passic (outdoor prod), Gene Murtha (electronics)
Dir adv, Sy Gershberg
Agency: Richard & Edwards, N.Y.
Pres-grp dir, Richard Schwartzchild
Acct supr, Bob Sara
Sr vp media, Shelly Hirsch
Media dir, Tom Horner

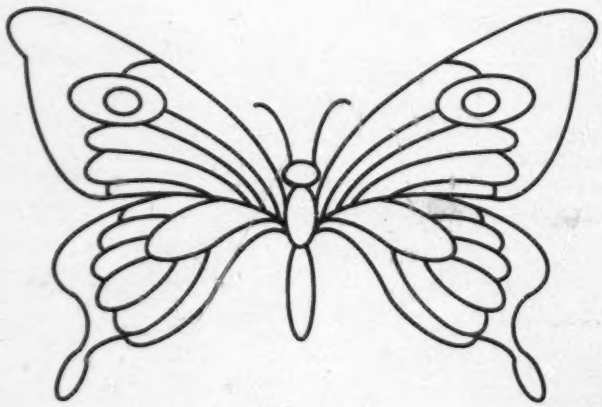
94. DE BEERS DIAMONDS
De Beers Con. Mines

	Media investments 1985	1984
Magazines	$13,928,000	$12,513,000
Natl. Sun. mags.	69,000	—
Network tv	9,579,000	9,142,000
Spot tv	460,000	1,412,000
Network radio	—	—
Outdoor	—	—
Network cable	32,000	(No data)
Newspapers	—	—
Total	**$24,068,000**	**$23,067,000**

Agency: NW Ayer, New York

IF THIS IS YOUR VIEW OF DAYTON, OHIO

LOOK AGAIN



We've evolved beautifully. Dayton is high-tech. Dayton is high-income. And Dayton reads Dayton newspapers. Catch hold of our high-flying market—678,000 adults, 18,000 scientists and engineers,* and a newspaper reach of 79% of $25,000+ annual income households.** Ask your media people to net Dayton for you. It's a beauty.

*1983, Ohio Data Users Center;
**Dayton only, 1984 Paragon Survey.

DAYTON
DAYTON/SPRINGFIELD NEWSPAPERS
Represented nationally by Sawyer-Ferguson-Walker, Inc.

Exec vp-exec acct dir, George H. Eversman
Sr vp-mgmt supr, Judy Laughren
Acct supr, Mark Capra
Vp-grp media dir, David Lehmkuhl
Assoc media dir, Andrea Fields
Asst media dir, Jean Connolly
Media supr, Amy Seltzer

95. DODGE LANCER CAR
Chrysler Corp.

	Media investments 1985	1984
Magazines	$ 7,402,000	$1,114,000
Natl. Sun. mags.	123,000	—
Network tv	12,773,000	2,990,000
Spot tv	2,289,000	215,000
Network radio	—	—
Outdoor	56,000	246,000
Network cable	1,208,000	(No data)
Newspapers	159,000	—
Total	**$24,010,000**	**$4,565,000**

Marketing/brand management:
Vp mktg, Joseph A. Campana
Gen mktg mgr, John B. Damoose
Natl adv mgr, Arthur C. Kesteloot
Adv mgr, Michael O'Malley
Agency: BBDO, Detroit
Exec vp-gm, William Kelly
Sr vp-grp mgmt supr, William A. Oswald
Sr vp-mgmt supr, Terry Grusche
Vp-acct supr, Gordon Berg
Vp-mgmt supr, Michael Graham
Sr vp-exec media dir, Eugene J. McCarthy
Vp-media dir, Theodore Zahrfeld

96. CANON COPIERS
Canon U.S.A., Inc.

	Media investments 1985	1984
Magazines	$ 5,964,000	$ 5,844,000
Natl. Sun. mags.	—	—
Network tv	15,307,000	17,589,000
Spot tv	527,000	725,000
Network radio	900,000	2,050,000
Outdoor	44,000	20,000
Network cable	336,000	(No data)
Newspapers	927,000	508,000
Total	**$24,005,000**	**$26,736,000**

Marketing/brand management:
Adv mgr, K. Kikuchi
Agency: DYR, New York
Vp-dir media srvcs, Steve Nastelberg
Media grp supr, Bill Melnick
Sr media plnr, Morey Epstein
Media plnr, Alicia Wisepart

97. M&M'S CANDIES
M&M/Mars

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$17,368,000	$10,946,000
Spot tv	2,399,000	3,173,000
Network radio	867,000	—
Outdoor	—	106,000
Cable network	3,252,000	(No data)
Newspapers*	37,000	34,000
Total	**$23,923,000**	**$14,259,000**

*M&MD estimates

Marketing/brand management:
Pres, Howard Walker
Sr vp, J. Langdon
Agency: Ted Bates, New York
Sr vp-mgmt rep, Alice Uniman
Sr vp-media dir, Barry Kaplan
Media supr, Liz Solomon

98. GTE CORPORATE
GTE Corp.

	Media investments 1985	1984
Magazines	$ 5,686,000	$ 4,837,000
Natl. Sun. mags.	—	—
Network tv	8,041,000	7,898,000
Spot tv	3,601,000	2,297,000
Network radio	—	—
Outdoor	—	—
Network cable	169,000	(No data)
Newspapers*	6,942,000	6,743,000
Total	**$23,919,000**	**$21,775,000**

*M&MD estimates

Marketing/brand management:
Vp-corp comm, Edward C. MacEwen
Dir pub affairs, Phil Stevens
Agency: Doyle Dane Bernbach, New York
Exec vp, Larry Iannuzzeli
Grp sr vp, Denis Crosley
Vp-acct suprs: Joe Belle Isle, Nancy Bretl
Acct supr, Ann Davies
Acct exec, Ray Albergotti
Vp-media plng dir, George Huelser
Vp-assoc media plng dir, Davis Stewart

99. TIDE POWDER DETERGENT
The Procter & Gamble Co.

	Media investments 1985	1984
Magazines	$ 2,761,000	$ 1,036,000
Natl. Sun. mags.	—	—
Network tv	9,886,000	8,895,000
Spot tv	9,912,000	5,377,000
Network radio	—	—
Outdoor	26,000	—
Network cable	590,000	(No data)
Newspapers	272,000	15,000
Total	**$23,447,000**	**$15,323,000**

Marketing/brand management:
Div mgr, B. L. Byrnes
The media group includes:
Media dir, J. W. Van Cleave
Asst media dir, Gordon Young
Media mgrs: E. R. Plowden, Lynne C. Veil, James R. Maxwell III, Marian Grant
Media suprs: James P. Connell, S. E. Bentzinger, John Taylor, Stuart Kunkler
Net scheduler, Dinah J. Noble
Media assts: Judy Markel, Ann Barrows, Thomas F. Frank
Agency: Saatchi & Saatchi, N.Y.
Sr vp-mgmt dir, Paula Forman
Sr vp-mgmt supr, Jeffrey Zeiler
Acct supr, Lynn Ghitelman
Acct exec, William Harnew
Sr vp-media dir, Steve Fajen
Sr vp-dir P&G plng, Robert Pape
Vp-assoc media dir, Sande Pisik
Media supr, Robert Zen
Sr plnr, Ellen Polakoff

100. CAMEL FILTER CIGARETTES
R.J. Reynolds Tobacco Co.

	Media investments 1985	1984
Magazines	$ 5,707,000	$ 2,970,000
Natl. Sun. mags.	—	828,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Outdoor	16,348,000	8,792,000
Network cable	—	No data
Newspapers	1,358,000	3,032,000
Total	**$23,413,000**	**$15,622,000**

Marketing/brand management:
Sr vp mktg, R. M. Kampe
Vp brand mgmt, J. T. Winebrenner
Mktg dir, D. N. Iauco
Sr brand mgr, R. T. Caufield
Dir media, Dan Pearson

Grp mgr media admin, R. E. Neal
Creative agency:
McCann-Erickson, N.Y.
Exec vp, Edward G. A. Bathon
Sr vp-mgmt reps: Simon M. Marlow (U.S.), Stewart P. Brown (intl)

101. CHEVROLET CAVALIER
Chevrolet Motors Division

	Media investments 1985	1984
Magazines	$ 2,247,000	$ 3,164,000
Natl. Sun. mags.	—	—
Network tv	16,082,000	16,996,000
Spot tv	5,064,000	1,098,000
Network radio	40,000	36,000
Outdoor	25,000	292,000
Network cable	344,000	No data
Newspapers	130,000	10,000
Total	**$23,282,000**	**$21,596,000**

Marketing/brand management:
Gm, Robert D. Burger
Gen sls & srvc mgr, Robert W. Starr
Gen mktg mgr, Thomas A. Staudt
Asst gen sls mgr, M. H. Erdman
Mktg mgr passenger cars, Thomas R. Mason
Mgr passenger car adv, Danielle K. Colliver
Agency: Campbell-Ewald, Detroit
Exec vp-acct dir, William J. Tausch
Grp sr vp-grp mgmt suprs: Donald D. Williams (cars), Anthony J. Hopp (regional)
Vp-acct supr, Michael Ryan
Exec vp-media dir, Louis M. Schultz
Sr vp-assoc media dir, Ronald D. Geskey
Sr vp-dir natl bdcst buying, Judy Sawyer
Sr vp-dir lcl mkt media, Robert Mitchell
Vp-media suprs: Jack Martin, Barb Munro, Jack Winkleseth

102. AT&T TELEPHONES
AT&T Consumer Products Division

	Media investments 1985	1984
Magazines	$ 2,652,000	$ 1,034,000
Natl. Sun. mags.	415,000	856,000
Network tv	14,181,000	12,511,000
Spot tv	469,000	909,000
Network radio	621,000	—
Outdoor	6,000	—
Network cable	—	No data
Newspapers	4,992,000	3,174,000
Total	**$23,336,000**	**$18,484,000**

Marketing/brand management:
Div mgr, A. L. Blitch
Agency: NW Ayer, New York
Sr vp-exec acct dir, R. Salevouris
Sr vp-mgmt supr, L. Rubin
Sr vp-grp media dir, J. Twyon
Vp-assoc media dir, G. Ortiz

103. VOLKSWAGEN JETTA CAR
Volkswagen of America, Inc.

	Media investments 1985	1984
Magazines	$ 8,266,000	$ 6,440,000
Natl. Sun. mags.	—	56,000
Network tv	8,764,000	7,060,000
Spot tv	760,000	779,000
Network radio	—	—
Outdoor	2,000	317,000
Network cable	30,000	(No data)
Newspapers*	5,507,000	1,060,000
Total	**$23,329,000**	**$15,712,000**

*M&MD estimates

Marketing/brand management:
VW U.S.:
Vp, James R. Fuller
Mgr-mkt rep, Stuart Hamilton
Dir mktg, Richard Marcy
Mgr adv, William Gelgota
Adv mgr, Gary Grabowski
Agency: Doyle Dane Bernbach, Detroit
Pres, Brian Boller
Sr vp-acct supr, Sal Triano
Sr acct execs: Peter Toundas, Steve Swanson
Vp-acct supr, Ron Rogginger
Sr vp-media dir, Robert Mancini

104. DENNY'S RESTAURANTS
Denny's, Inc.

	Media investments 1985	1984
Magazines	$ 52,000	—
Natl. Sun. mags.	—	—
Network tv	10,508,000	$15,267,000
Spot tv	12,466,000	3,619,000
Network radio	25,000	63,000
Outdoor	126,000	149,000
Network cable	—	(No data)
Newspapers	(No data)	(No data)
Total	**$23,177,000**	**$19,098,000**

Marketing/brand management:
Sr vp mktg, Barry Krantz
Vp mktg, Keith Frohreich
Dir fld mktg, Susan Henderson
Pres restaurant div, David Bixler
Pres-ceo, Ron Curtis
Agency: Foote, Cone & Belding, Los Angeles
Sr vp-grp mgmt dir, Larry Jones
Acct exec (natl), Keith Kaplan
Asst acct exec (fld mktg & spcl concepts), Alice Gold
Mgmt dir, Fred Walpi

105. BUICK DEALERS ASSOCIATIONS

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	$17,649,000	$13,710,000
Network radio	2,000	—
Outdoor	462,000	—
Network cable	—	(No data)
Newspapers	4,955,000	2,158,000
Total	**$23,068,000**	**$15,868,000**

Marketing/brand management:
Buick Motor Div., General Motors:
Vp-gm, D. E. Hackworth
Gen sls mgr, W. J. Atkinson
Asst gen sls mgr, R. J. Adams
Dir adv, Harold E. Savage
Agency: McCann-Erickson, Detroit
Exec vp, Gerald C. Atkin
Sr vp-mgmt supr, Jan Starr
Vp-acct suprs: Richard Hill, Hal Randall
Vp-media dir, W. Brien Schweikart

106. CREST TARTAR CONTROL TOOTHPASTE
The Procter & Gamble Co.

	Media investments 1985	1984
Magazines	$ 1,686,000	—
Natl. Sun. mags.	—	—
Network tv	16,989,000	—
Spot tv	2,446,000	—
Network radio	—	—
Outdoor	—	—
Network cable	471,000	(No data)
Newspapers	1,169,000	—
Total	**$22,761,000**	—

Marketing/brand management:
Div mgr, C. A. Lieppe
Adv mgr, Rob Malcolm
Assoc adv mgr, John Bedian
Brand mgr, Jon Windham
The media group includes:
Media dir, J. W. Van Cleave
Asst media dir, Gordon Young
Media mgrs: E. R. Plowden, Lynne C. Veil, James R. Maxwell III Marian Grant
Media suprs: James P. Connell, S. E. Bentzinger, John Taylor, Stuart

Kunkler
Net scheduler, Dinah J. Noble
Media assts: Judy Markel, Ann Barrows, Thomas F. Frank
Agency: D'Arcy Masius Benton & Bowles, New York
Acct dir, Norm Sherman
Acct supr, Debra Dauman
Acct exec, Zena Saunders
Media dir, Rich Hamilton
Assoc media dir, Jeri Dack
Asst media dir, Brian Cauley
Black agency: Burrell, Chicago
Sr vp-dir acct srvcs, Charles L. Wimbley
Vp-mgmt supr, Linda L. Pharr
Acct supr, Fay Ferguson
Vp-media dir, Nick Howse
Sr media plnr, Zeline Kelly

107. BUSCH BEER

Anheuser-Busch, Inc.

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$15,658,000	$ 216,000
Spot tv	5,729,000	7,599,000
Network radio	—	—
Outdoor	1,035,000	909,000
Network cable	13,000	(No data)
Newspapers	237,000	714,000
Total	**$22,672,000**	**$9,438,000**

Marketing/brand management:
Exec vp mktg, Michael J. Roarty
Vp brand mgmt, Jack MacDonough
Vp corp media/sports mktg, Charles B. Fruit
Grp mktg mgr, Dave Morris
Prod mgr, Joe Corcoran
Agency: Needham Harper, Chicago
Sr vp-mgmt rep, Don Richards
Sr vp-grp acct dir, Ron Bess
Vp-acct supr, Bob Lachky
Acct exec, Mike Holsinger
Asst acct exec, Glen Schorr
Media dir, Steve Felt
Media supr, Dave Wilcox
Media plnr, Betsy Fox
Asst media plnr, Mary Beth Sullivan

There are 14 beers in the Top 200, including four lights.

108. POLAROID CAMERAS

Polaroid Corp.

(Not including ads solely for Sonar Autofocus)

	Media investments 1985	1984
Magazines	$ 838,000	$ 2,036,000
Natl. Sun. mags.	—	—
Network tv	18,979,000	8,761,000
Spot tv	2,138,000	638,000
Network radio	—	—
Outdoor	—	—
Network cable	311,000	(No data)
Newspapers	217,000	454,000
Total	**$22,483,000**	**$11,889,000**

Marketing/brand management:
Acting vp adv, Frank Nolan
Grp vp mktg, Joseph J. McLaughlin
Adv mgr, Grant Schneider
Asst adv mgr, Diane Coron
Vp-pres North Amer mktg oper, Peter Eichorn
Div vp sls, Brian O'Connor
Agency: BBDO, New York
Exec vp-sr mgmt rep, Jack Thorne
Vp-mgmt supr, Lonny Strum
Vp-acct supr, Bob McGreevy
Acct execs: Lisa Partrick, Mary Fetlow

109. POST GRAPE NUTS CEREAL

General Foods Corp.

	Media investments 1985	1984
Magazines	$ 5,194,000	$ 686,000
Natl. Sun. mags.	335,000	—
Network tv	10,110,000	4,480,000
Spot tv	5,965,000	6,635,000
Network radio	—	—
Outdoor	—	—
Network cable	501,000	(No data)
Newspapers	378,000	52,000
Total	**$22,483,000**	**$11,853,000**

Marketing/brand management:
Vp-gm, D. F. Hurwitt
Mktg mgr, David J. Gustin
Ctgry mgr, Martha Crosby Jacobs
Parent: Philip Morris
The media group includes:
Dir media srvcs, David K. Braun
Assoc dir media srvcs, D. J. Miceli
Mgr local media, Gary Gruneburg
Asst mgr local media, I. Roche
Mgrs plng/buying: Brenda Giuffre (net), Kathy Riordan (print), Jonathan Sims (rsrch)
Media asst, Bobby Asano
Agency: Grey, New York
Sr vp acct mgmt, Malcolm Mace
Exec vp media & prog srvcs, Alec Gerster
Vp-assoc media dir, John Jacobs

110. DODGE TRUCKS

(multi-product ads)

Chrysler Corp.

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$14,601,000	$ 3,959,000
Spot tv	5,023,000	4,140,000
Network radio	1,106,000	43,000
Outdoor	5,000	1,000
Network cable	241,000	(No data)
Newspapers	1,343,000	2,306,000
Total	**$22,319,000**	**$10,449,000**

Marketing/brand management:
Vp mktg, Joseph A. Campana
Gen mktg mgr, John B. Damoose
Natl adv mgr, Arthur C. Kesteloot
Adv mgr, William Tracey
Agency: BBDO, Detroit
Exec vp-gm, William Kelly
Sr vp-grp mgmt supr, William A. Oswald
Acct supr, Cal Moore
Sr acct exec, Tim Miller
Sr vp-exec media dir, Eugene J. McCarthy
Media dir, Joe Caponigro

111. DUNCAN HINES COOKIES

(ready-to-eat)

The Procter & Gamble Co.

	Media investments 1985	1984
Magazines	$ 1,880,000	$ 786,000
Natl. Sun. mags.	—	185,000
Network tv	14,321,000	3,772,000
Spot tv	5,903,000	9,148,000
Network radio	—	—
Outdoor	—	—
Network cable	161,000	(No data)
Newspapers	53,000	247,000
Total	**$22,318,000**	**$14,138,000**

Marketing/brand management:
Div mgr, L. D. Milligan
Adv mgr, J. T. Smith
The media group includes:
Media dir, J. W. Van Cleave
Asst media dir, Gordon Young
Media mgrs: E. R. Plowden, Lynne C. Veil, James R. Maxwell III, Marian Grant
Media suprs: James P. Connell, S. E. Bentzinger, John Taylor, Stuart

Kunkler
Net scheduler, Dinah J. Noble
Media assts: Judy Markel, Ann Barrows, Thomas F. Frank
Agency: Grey, New York
Exec vp, Neil Kreisberg
Mgmt supr, Ken Levy
Exec vp-media & prog srvcs, Alec Gerster
Vp-assoc media dir, John Jacobs

112. AMTRAK RAIL SYSTEM
National Railroad Passenger Corp.

	Media investments 1985	1984
Magazines	$ 3,660,000	$ 3,907,000
Natl. Sun. mags.	2,033,000	1,671,000
Network tv	704,000	—
Spot tv	8,070,000	5,178,000
Network radio	—	6,000
Outdoor	1,084,000	813,000
Network cable	—	(No data)
Newspapers	6,756,000	9,505,000
Total	**$22,307,000**	**$21,080,000**

Marketing/brand management:
Exec vp mktg & bus dev, William Norman
Vp sls & adv, Robert Gall
Dir adv & sls prom, William Castleberry
Agency: Needham Harper, N.Y.
Sr vp-mgmt rep, Roy Lancaster
Vp-grp media dir, Robert Huff

113. MATTEL DOLLS
Mattel, Inc.

	Media investments 1985	1984
Magazines	$ 246,000	$ 19,000
Natl. Sun. mags.	—	—
Network tv	15,597,000	11,150,000
Spot tv	5,566,000	4,736,000
Network radio	—	—
Outdoor	—	—
Network cable	818,000	(No data)
Newspapers*	77,000	887,000
Total	**$22,304,000**	**$16,792,000**

*M&MD estimates

Marketing/brand management:
Exec vp mktg, Joe F. Morrison
Vp entertainment, John Weems
Dir adv srvcs, James G. King
Vp mktg (Barbie), Tom Wszalek
Agency: Ogilvy & Mather, N.Y.
Vp-mgmt supr, Freddie Bee
Sr vp-media dir, Ron Reilly
Vp-assoc media dir, Tom Coughlin
Asst media dir, Rena Sonshine

114. SPRITE SOFT DRINK
Coca-Cola USA

	Media investments 1985	1984
Magazines	$ 551,000	$ 72,000
Natl. Sun. mags.	—	—
Network tv	12,160,000	15,400,000
Spot tv	8,887,000	7,670,000
Network radio	—	—
Outdoor	126,000	20,000
Network cable	303,000	(No data)
Newspapers	217,000	166,000
Total	**$22,244,000**	**$23,328,000**

Marketing/brand management:
Vp mktg, Sergio Zyman
Grp mktg dir, Patrick Garner
Brand mgr, Mark Kaplan
Assoc brand mgr, Bob Solomon
Vp-worldwide media dir, William H. Lynn
Corp media mgr, Terri Buckland
Agency: Lowe Marschalk, N.Y.
Mgmt supr, Joe DePreta
Exec vp-grp dir, Eric Einhorn
Vp-acct supr, Rob Petersen
Acct exec, Susan Gold
Asst acct exec, Cameron Foster
Sr vp media, Stephen M. Segal
Vp-assoc media dir, Christina O. Brodie
Media grp hd, Reg Ungberg
Media supr, Lisa Raduazzo
Media plnrs: Pam Edelstein, Robert Ross, Steve Bohlinger
Black agency: Burrell, Atlanta
Sr vp-gm (Atlanta), William Sharp
Acct exec, Raynard Hall
Vp-media dir, Nick Howse
Media supr, Michelle Garner

115. ANACIN REGULAR TABLETS & CAPSULES
(multi-product ads)
Whitehall Laboratories

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$20,960,000	$21,768,000
Spot tv	917,000	1,621,000
Network radio	—	14,000
Outdoor	—	—
Network cable	364,000	(No data)
Newspapers	—	—
Total	**$22,241,000**	**$23,403,000**

Marketing/brand management:
Vp mktg, George B. Prince
Grp prod mgr, John Casey
Prod mgrs: Judy Bender, Mark Hogan
Asst prod mgr, Randi Zerman
Adv dir, Richard Feldheim
Assoc adv dir, Steven Palmijano
Parent: American Home Products
Agency: William Esty, N.Y.
Sr vp-grp dir, George Biava
Vp-acct supr, Peter Balint
Acct supr, Carol DiSanto
Acct exec, John Edwards
Assoc media dir, Joseph Sander

116. TOYOTA COMPACT TRUCKS
Toyota Motor Sales U.S.A., Inc.

	Media investments 1985	1984
Magazines	$ 1,773,000	$ 3,342,000
Natl. Sun. mags.	—	119,000
Network tv	6,871,000	7,831,000
Spot tv	10,704,000	12,135,000
Network radio	74,000	—
Outdoor	—	216,000
Network cable	1,146,000	(No data)
Newspapers	1,512,000	1,573,000
Total	**$22,080,000**	**$25,216,000**

Marketing/brand management:
Vp-mktg dir, George Borst
Brand mgmt, Charles Valentine
Brand mgr, Jan Thompson
Agency: DFS Dorland/S. Calif. (Torrance)
Sr vp-grp dir, Joe Chanin
Vp-grp acct suprs: Warren Benjamin, Ray Damiano, Scott Gilbert
Acct suprs: Dave Doyce, John Russell, John Upton
Acct execs: John Bucci, Kathy Moylan, Linda Malley, Steve Jett
Sr vp media, Richard Weigand
Sr vp-media dir, Nora Lapham
Assoc med dir, Katherine Galicich

117. DURACELL BATTERIES
Duracell, Inc.

	Media investments 1985	1984
Magazines	$ 4,004,000	$ 2,372,000
Natl. Sun. mags.	—	—
Network tv	16,493,000	18,147,000
Spot tv	1,332,000	2,975,000
Network radio	—	—
Outdoor	—	—
Network cable	166,000	(No data)
Newspapers	30,000	43,000
Total	**$22,025,000**	**$23,537,000**

Marketing/brand management:
Vp mktg, Charles Kiernan

Consumer grp prod mgr, Kevin Kelley
Specialty grp prod mgr, Mark Lucas
Parent: Dart & Kraft
Agency: Ogilvy & Mather, N.Y.
Sr vp-grp dir, Jack Reed
Vp-mgmt supr, Philippe Defechereux
Vp-acct supr, Rick Estabrook
Vp-assoc media dir, Mark Rice
Asst media dir, Lisa Gallant

118. OIL OF OLAY LOTION
Richardson-Vicks Inc.

	Media investments 1985	1984
Magazines	$ 3,128,000	$ 4,181,000
Natl. Sun. mags.	—	—
Network tv	12,338,000	7,594,000
Spot tv	6,083,000	9,963,000
Network radio	—	—
Outdoor	—	—
Network cable	318,000	(No data)
Newspapers	150,000	—
Total	**$22,012,000**	**$21,738,000**

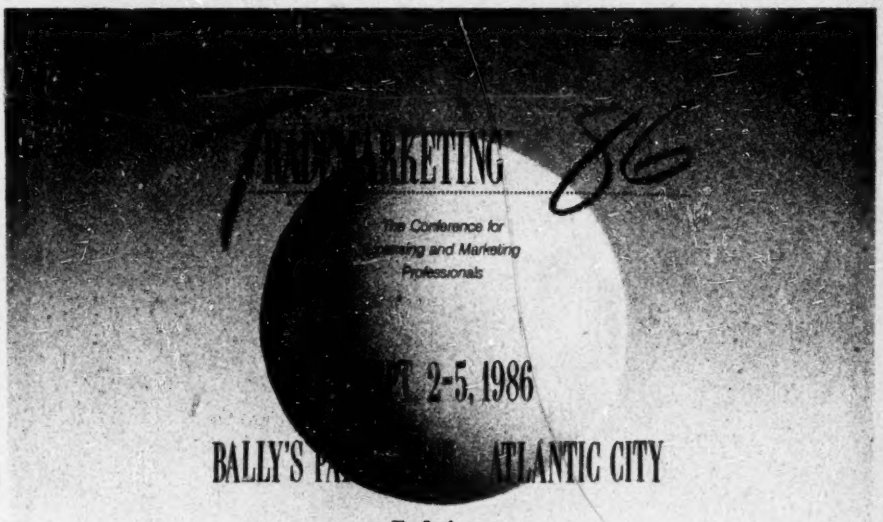
Marketing/brand management:
Vp mktg skin care prods, Tom Laughlin
Dir media, Irwin Fleischer
Brand mgr, Mary Jaensch
Parent: Procter & Gamble
Agency: Wells, Rich, Greene, N.Y.
Corp media dir, Bob Geis
Vp-media grp hd, Pat Casa

119. GENERAL MOTORS CORPORATE
General Motors Corp.

	Media investments 1985	1984
Magazines	$ 1,933,000	$ 932,000
Natl. Sun. mags.	—	26,000
Network tv	11,360,000	19,182,000
Spot tv	4,479,000	7,474,000
Network radio	706,000	1,715,000
Outdoor	—	30,000
Network cable	276,000	(No data)
Newspapers	3,150,000	4,365,000
Total	**$21,904,000**	**$33,724,000**

Marketing/brand management:
Vp mktg & prod plng, R. T. O'Connell
Exec dir adv srvcs, P. Guarascio
Exec dir mktg, J. N. Stewart
Dir adv, D. J. Teasdale
Asst adv mgr, D. P. Bolen
Adv supr, M. G. Wright
Vp pub rel, J. W. McNulty
Dir pub affairs adv, G. H. Pruette
Adv coor (pub affairs), R. Thomas Beaman
Mgr crtv srvcs (pub affairs), H. Wells
Agencies: D'Arcy Masius Benton & Bowles, Bloomfield Hills, MI
Exec vp-mgmt supr, T. T. Teegarden
Vp-acct supr, W. A. Mara
Vp rtl comm, A. R. Harrington
Sr vp-media dir, G. M. Rogers
Vp-grp media dir, E. M. Coosia

NW Ayer, Detroit
Public affairs:
Sr vp-gm, Robert Kingsbury
Sr vp-mgmt supr, Richard Prince
Vp-media dir, Randall Schroeder
Assoc media dir, Rick Doyle
Minority marketing agency: UniWorld, N.Y.
Acct supr, Bernard Baskett
Media dir, Sherri Cherot



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120. NISSAN 300 ZX CAR

Nissan Motors Inc.

	Media investments 1985	1984
Magazines	$ 5,868,000	$ 2,689,000
Natl. Sun. mags.	—	28,000
Network tv	6,305,000	8,892,000
Spot tv	8,975,000	3,711,000
Network radio	—	—
Outdoor	222,000	149,000
Network cable	396,000	(No data)
Newspapers	—	—
Total	**$21,766,000**	**$15,469,000**

Marketing/brand management:
Vp mktg srvcs, Bob Kent
Dir adv, Joe Opre
Media plng mgr, Susan Furedi
Agency: William Esty, N.Y.
Sr vp-acct dir, Dick Macedo (L.A.)
Sr vp-media dir, Stacey Lippman
Sr vp-grp media dir, Lucielle Gionet
Assoc media dirs: Doug Powers (N.Y.), Jolene Fredrick (L.A.)

121. XEROX CORPORATE

Xerox Corp.

	Media investments 1985	1984
Magazines	$ 10,000	$ 445,000
Natl. Sun. mags.	—	—
Network tv	21,044,000	7,132,000
Spot tv	89,000	605,000
Network radio	—	—
Outdoor	—	—
Network cable	486,000	(No data)
Newspapers	7,000	489,000
Total	**$21,636,000**	**$8,671,000**

Marketing/brand management:
Dir corp adv & prom, Michael Kirby
Mgr corp adv & prom, Joseph Cooper
Mgr adv oper, Tom Creighton
Spcl events cnsltnt, Jack La Marque
Agency: unfilled at press time

All three television networks are in this year's report.

122. WRIGLEY'S SPEARMINT GUM

Wm. Wrigley, Jr. Co.

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$14,619,000	$ 9,638,000
Spot tv	5,531,000	2,540,000
Network radio	—	—
Outdoor	—	—
Network cable	1,343,000	(No data)
Newspapers	—	—
Total	**$21,493,000**	**$12,178,000**

Marketing/brand management:
Exec vp mktg, Ronald O. Cox
Vp adv, Henry Berchert
Mktg dir, Gary Bebee
Agency: BBDO, Chicago
Exec vp, Andrew Donchak
Vp-acct supr, Jay Tolman
Acct exec, Russ Le Blanc
Sr vp-media dir, Robert Garrison
Vp-assoc media dir, Kathy Segal

123. LUVS DIAPERS

The Procter & Gamble Co.

	Media investments 1985	1984
Magazines	$ 2,446,000	$ 2,001,000
Natl. Sun. mags.	—	—
Network tv	4,854,000	11,666,000
Spot tv	13,610,000	9,382,000
Network radio	—	—
Outdoor	20,000	164,000
Network cable	—	(No data)
Newspapers	561,000	228,000
Total	**$21,491,000**	**$23,441,000**

Marketing/brand management:
Div mgr, Richard R. Nicolisi
Adv mgr, Jamie Wallace
The media group includes:
Media dir, J. W. Van Cleave
Asst media dir, Gordon Young
Media mgrs: E. R. Plowden, Lynne C. Veil, James R. Maxwell III, Marian Grant
Media suprs: James P. Connell, S. E. Bentzinger, John Taylor, Stuart Kunkler
Net scheduler, Dinah J. Noble
Media assts: Judy Markel, Ann Barrows, Thomas F. Frank
Agency: DFS, New York
Exec vp-mgmt dir, Richard O'Brien
Sr vp-mgmt supr, Richard Pounder
Acct supr, Mitchell Cogert
Exec vp-dir mktg srvcs, Allen Banks
Sr vp-sr assoc media dir, Peter Regan
Assoc media dir, Gay Kassan

124. CITIBANK CONSUMER SERVICES

Citibank N.A.

(Includes local bank services, and Visa/Mastercard)

	Media investments 1985	1984
Magazines	$ 3,456,000	$1,944,000
Natl. Sun. mags.	364,000	128,000
Network tv	17,174,000	750,000
Spot tv	402,000	5,497,000
Network radio	—	—
Outdoor	—	34,000
Network cable	83,000	(No data)
Newspapers	(No data)	(No data)
Total	**$21,479,000**	**$8,353,000**

Marketing/brand management:
Northeast Division:
Vp-gm, Loren Smith
Agencies include: Lowe-Marschalk, N.Y.
(Preferred Visa & Better Bankcards)
Mgmt srvc dir, John Oliver
Mgmt supr, Scott Smith
Acct supr, Jim Chandler
Assoc media dir, Frank Holland
Media grp hd, Bob Rose
(Northeast Div. agency unfilled at press time)

125. STROH'S BEER

The Stroh Brewery Co.

	Media investments 1985	1984
Magazines	$ 249,000	—
Natl. Sun. mags.	—	—
Network tv	16,458,000	$26,543,000
Spot tv	1,271,000	3,266,000
Network radio	—	—
Outdoor	932,000	2,178,000
Network cable	2,060,000	(No data)
Newspapers	429,000	327,000
Total	**$21,399,000**	**$32,314,000**

Marketing/brand management:
Vp mktg srvcs, John M. Hellweg
Vp brand mgmt, Richard Rogers
Brand dir, Michael C. Jaeger
Brand asst mgrs: Elizabeth Schubiner, Marion Griffith
Exec vp mktg & sls, J. Wayne Jones
Vp corp media, David C. Martin
Agency: Lowe Marschalk, N.Y.
Mgmt srvc dir, Rick Swanson
Acct supr, Paul T. Norwich
Vp-assoc media dir, Chris Brodie
Media grp hd, Reg Ungberg
Media supr, William Moore
Sr media plnr, Carolyn Appel
Acct exec, Robert DeFlorio

Black agency: Burrell, Chicago
Vp-grp dir, Donald A. Coleman
Vp media, Nick Howse
Media supr, Linda Price
Sr vp-dir acct srvcs, Charles L. Wimbley
Vp-acct supr, Freida Curry
Asst acct exec, Leroy Kemp
Hispanic markets agency: Bermude & Assoc., L.A.
Chmn-ceo, Edwardo Bermudez
Pres, James Golightly
Vp acct srvcs, Marguerite Cueto
Acct exec, Lloyd Lopez
Asst acct exec, Eva Sorenson
Media dir, Rachel Maya

126. SEVEN-UP SOFT DRINK
The Seven-Up Co.

	Media investments 1985	1984
Magazines	$ 50,000	$ 85,000
Natl. Sun. mags.	—	—
Network tv	12,312,000	13,317,000
Spot tv	6,392,000	8,926,000
Network radio	—	—
Outdoor	1,403,000	432,000
Network cable	529,000	(No data)
Newspapers	579,000	365,000
Total	**$21,265,000**	**$23,125,000**

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Knickerbocker News Evenings
HEARST NEWSPAPERS

Marketing/brand management:
VP mktg, David Haffner
VP brand mgmt, Brian Schuyler
Vp media srvcs, Ralph Countryman
Agency: Leo Burnett, Chicago
Sr vp-grp dir, John Kovas
Vp-acct supr, Steve Gritton
Acct supr, Paula McCloud
Sr vp media, Willard Hadlock
Vp-media dir, Dick Hobbs
Media supr, Bob Brennan
Media supr new prod, Glenda Doorn
Minority agency: UniWorld, St. Louis
Acct supr, Ronald C. Owens
Media dir, Sherri Cherot
Mgmt supr Hispanic, Neil Campbell

127. GOODYEAR CAR TIRES
The Goodyear Tire & Rubber Co.

	Media investments 1985	1984
Magazines	$10,452,000	$ 4,140,000
Natl. Sun. mags.	—	—
Network tv	8,614,000	4,856,000
Spot tv	1,813,000	2,390,000
Network radio	—	—
Outdoor	—	79,000
Network cable	352,000	(No data)
Newspapers	—	—
Total	**$21,231,000**	**$11,465,000**

Marketing/brand management:
Vp adv, George S. Lenox
Dir adv, James K. Devoe
Mgr rtl adv, Davis M. Jones
Mgr adv, Jim Neawedde
Agency: J. Walter Thompson, New York
Sr vp-acct dir, Peter Hanley
Sr vp-media dir, Richard Kostyra
Sr vp-dir media plng, John Gray
Sr vp-dir bdcst, John Sisk
Vp-assoc media dirs: Al Romano, Ron Von Urff
Media plnrs: Paul Kappo, Anthony Salecno
Vp-mgmt supr (rtl stores), Bob Haverback
International agency: McCann-Erickson, N.Y.
Sr vp-worldwide acct dir, Peter Kennaby

128. APPLE II COMPUTER SYSTEMS
Apple Computer, Inc.

	Media investments 1985	1984
Magazines	$ 1,341,000	—
Natl. Sun. mags.	61,000	—
Network tv	15,770,000	—
Spot tv	168,000	—
Network radio	—	—
Outdoor	—	—
Network cable	204,000	—
Newspapers	3,663,000	—
Total	**$21,207,000**	**—**

Marketing/brand management:
Exec vp sls & mktg, Bill Campbell
Mgrs adv & sls prom: Bruce Mowery (domestic), Paul Wiefels (intl)
Agency: BBDO, New York
Personnel not determined at press time

129. RIUNITI WINES
Villa Banfi, U.S.A.

	Media investments 1985	1984
Magazines	$ 563,000	$ 584,000
Natl. Sun. mags.	—	—
Network tv	19,497,000	14,949,000
Spot tv	675,000	599,000
Network radio	—	—
Outdoor	—	—
Network cable	84,000	(No data)
Newspapers	309,000	—
Total	**$21,128,000**	**$16,132,000**

Marketing/brand management:
Mktg dir, William J. Roethel
Sr vp sls & mktg, Frank Gentile
Dir mktg srvcs, David Dutton
Vp adv, Neill F. Trimble
Sls promo dir, Dorothy Keyes
Brand mgr, Virginia Foster
Agency: Hicks & Greist, N.Y.
Chmn, Charles V. Skoog
Account exec, Bertha Adams
Vp media, Semour Parker
Media dirs: Harriet Nichols (spot tv/radio), Averill Greif (print/outdoor)
Sr vp-crtv dir, Bill Wurtzel

Alphabetical index appears on page 55.

130. MORE LIGHT 100s & MENTHOL LIGHT 100s CIGARETTES

(Joint product ads)

R.J. Reynolds Tobacco Co.

	Media investments 1985	1984
Magazines	$ 8,134,000	$7,299,000
Natl. Sun. mags.	5,838,000	749,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Outdoor	—	30,000
Network cable	—	(No data)
Newspapers	7,091,000	199,000
Total	**$21,063,000**	**$8,277,000**

Marketing/brand management:
Sr vp brand mktg, R. A. Kampe
Vp brand mgmt, J. T. Winebrenner
Mktg dir, R. M. Sanders
Sr brand mgr, R. C. Thompson
Dir media, Dan Pearson
Grp mgr media admin, R. E. Neal
Parent: RJR Nabisco
Creative agency: Leber Katz, N.Y.
Exec vp, Robert Hirsch
Vp-mgmt supr, Janice Lee
Acct supr, Rosemary O'Leary
Acct exec, Robert Blumstein

131. TIME-LIFE BOOKS

Time, Inc.

	Media investments 1985	1984
Magazines	$15,377,000	$10,526,000
Natl. Sun. mags.	163,000	15,000
Network tv	9,000	6,000
Spot tv	3,374,000	3,642,000
Network radio	—	—
Outdoor	—	—
Network cable	1,955,000	(No data)
Newspapers	89,000	268,000
Total	**$20,967,000**	**$14,457,000**

Marketing/brand management:
Exec vp mktg, Chris Linen
Vp-dir prod mgmt, Leo Toralballa
Asst dir prod mgmt, Carol Kaplan
Brand mgrs: Mary Donohoe, Yuri Okuda, Laurie Miller-Hofmann
Dir media srvcs, Hallet Johnson
Adv mgr-print, Nancy Jones
Bdcst media mgr, Wayne Butler
Agency: Wunderman Ricotta & Kline, N.Y.
Vp-mgmt supr, Judy Keane
Vp media, Juliet Mundz-Darnell
Exec vp-media dir, Polly Langbort
Media supr, Lisa Gamliel
Acct execs: Eric Tolkin, Sharon Ripkin

132. FRANKLIN MINT COLLECTIONS

The Franklin Mint Corp.

(Not including ads solely for Porcelain Collection, Record Society, Library Books and Gallery Collection)

	Media investments 1985	1984
Magazines	$ 7,014,000	$ 8,198,000
Natl. Sun. mags.	3,504,000	4,032,000
Network tv	13,000	6,000
Spot tv	2,195,000	2,916,000
Network radio	—	—
Outdoor	—	—
Network cable	1,248,000	(No data)
Newspapers	6,960,000	6,654,000
Total	**$20,934,000**	**$21,806,000**

Marketing/brand management:
Vp U.S. mktg, Martin Breisblatt
Vp male collectibles, Richard Stearns
Vp female collectibles, Arthur Johnson
Vp functional home collectibles, Thomas Durovsik
Agency: Franklin Media (House)
Vp media, Alan Beer

133. TIDE LIQUID DETERGENT

The Procter & Gamble Co.

	Media investments 1985	1984
Magazines	$ 2,521,000	—
Natl. Sun. mags.	—	—
Network tv	13,090,000	—
Spot tv	4,069,000	$483,000
Network radio	—	—
Outdoor	64,000	—
Network cable	661,000	(No data)
Newspapers	388,000	—
Total	**$20,793,000**	**$483,000**

Marketing/brand management:
Div mgr, B. L. Byrnes
The media group includes:
Media dir, J. W. Van Cleave
Asst media dir, Gordon Young
Media mgrs: E. R. Plowden, Lynne C. Veil, James R. Maxwell III, Marian Grant
Media suprs: James P. Connell, S. E. Bentzinger, John Taylor, Stuart Kunkler
Net scheduler, Dinah J. Noble
Media assts: Judy Markel, Ann Barrows, Thomas F. Frank
Agency: Saatchi & Saatchi, N.Y.
Sr vp-mgmt dir, Paula Forman
Sr vp-mgmt supr, Jeffrey Zeiler
Acct supr, Lynn Ghitelman
Acct exec, William Harnew
Sr vp-media dir, Steve Fajen
Sr vp-dir P&G plng, Robert Pape
Vp-assoc media dir, Sande Pisik
Media supr, Robert Zen
Sr plnr, Ellen Polakoff

134. CENTURY 21 REAL ESTATE

Century 21 Real Estate Corp.

	Media investments 1985	1984
Magazines	$ 750,000	$ 1,017,000
Natl. Sun. mags.	—	—
Network tv	17,892,000	12,538,000
Spot tv	2,058,000	3,764,000
Network radio	—	—
Outdoor	27,000	55,000
Network cable	—	(No data)
Newspapers	—	—
Total	**$20,727,000**	**$17,374,000**

Marketing/brand management:
Vp mktg, Bruce Oseland
Brand mgr, Marty Barrett
Parent: Transworld Corp.
Agency: McCann-Erickson, L.A.
Vp-grp dir, Jim Dorsey
Vp-acct supr, Joe Van Sickle
Acct suprs: Kim Carlsen, Scott Franey
Sr vp media, Debra Labinson
Vp-assoc media dir, Elsa Saldana
Media supr, Lorraine Klarl

135. FORD AEROSTAR MINI VAN

Ford Motor Co.

	Media investments 1985	1984
Magazines	$ 7,003,000	—
Ntl. Sun. mags.	—	—
Network tv	11,311,000	—
Spot tv	177,000	—
Network radio	1,454,000	—
Spot radio	—	—
Outdoor	528,000	—
Network cable	93,000	(No data)
Newspapers	30,000	—
Total	**$20,596,000**	—

Marketing/brand management:
Ford Division:
Vp-gen mktg mgr, Ross Roberts
Adv mgrs: John Vanderzee, Gerry Donnelly
Media mgr, Dick Halseth
Adv & sls prom, A. Pridgeon
Agency: J. Walter Thompson,

Detroit
Exec vp-gm, Peter Schweitzer
Sr vp-acct dir, Bill Williams
Sr vp-media dir, Tom Healey
Vp-grp media dir (cars & trucks), Paul Hunt
Assoc media dir (trucks), Karen Campbell
Sr vp-bdcst supr, Ron Fredrick
Hispanic markets agency: Hispania/JWT, N.Y.
Sr vp-gen mgr, Caroline Demy
Acct supr, Ivan Pichardo
Media dir, Nancy Tellet
Black agency: Burrell, Chicago
Mgmt supr, Thomas J. Burrell
Media dir, Nick Howse
Sr media plnr, Zeline Kelly

136. CHEVROLET PASSENGER CARS

(multi-product ads)

Chevrolet Motors Division

	Media investments 1985	1984
Magazines	$ 1,485,000	$ 501,000
Natl. Sun. mags.	880,000	—
Network tv	10,498,000	8,306,000
Spot tv	407,000	47,000
Network radio	494,000	—
Outdoor	416,000	353,000
Network cable	15,000	(No data)
Newspapers	6,324,000	3,484,000
Total	**$20,519,000**	**$12,691,000**

Marketing/brand management:
Gm, Robert D. Burger
Gen sls & srvc mgr, Robert W. Starr
Gen mktg mgr, Thomas A. Staudt
Asst gen sls mgr, M. H. Erdman
Mktg mgr passenger cars, Thomas R. Mason
Mgr passenger car adv, Danielle K. Colliver
Agency: Campbell-Ewald, Detroit
Exec vp-acct dir, William J. Tausch
Grp sr vp-grp mgmt suprs: Donald D. Williams (cars), Anthony J. Hopp (regional)
Vp-acct supr, Michael Ryan
Exec vp-media dir, Louis M. Schultz
Sr vp-assoc media dir, Ronald D. Geskey
Sr vp-dir natl bdcst buying, Judy Sawyer
Sr vp-dir lcl mkt media, Robert Mitchell
Vp-media suprs: Jack Martin, Barb Munro, Jack Winkleseth

137. TOYOTA TRUCKS

Toyota Motor Sales U.S.A., Inc.

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$ 1,444,000	$ 1,419,000
Spot tv	15,602,000	14,969,000
Network radio	—	—
Outdoor	757,000	214,000
Network cable	1,234,000	(No data)
Newspapers*	1,423,000	2,359,000
Total	**$20,460,000**	**$18,961,000**

*M&MD estimates

Marketing/brand management:
Vp-mktg dir, George Borst
Brand mgmt, Charles Valentine
Brand mgr, Jan Thompson
Agency: DFS Dorland/S. Calif. (Torrance)
Sr vp-grp dir, Joe Chanin
Vp-grp acct suprs: Warren Benjamin, Ray Damiano, Scott Gilbert
Act suprs: Dave Doyce, John Russell, John Upton
Acct execs: John Bucci, Kathy Moylan, Linda Malley, Steve Jett
Sr vp-media, Richard Weigand
Sr vp-media dir, Nora Lapham
Assoc med dir, Katherine Galicich

138. KRAFT VELVEETA CHEESE

Kraft Inc.

	Media investments 1985	1984
Magazines	—	$ 536,000
Natl. Sun. mags.	—	—
Network tv	$10,187,000	18,691,000
Spot tv	10,050,000	1,535,000
Network radio	—	—
Outdoor	—	—
Network cable	166,000	(No data)
Newspapers	—	—
Total	**$20,403,000**	**$20,762,000**

Marketing/brand management:
Exec vp & gm bus venture, Eric Strobel
Vp bus venture, Charlie Martin
Exec vp & gm refrig prod, Robert Morrison
Vp & dir refrig prod, Winthrop Hamilton
Ctgy mgr, Rick Searer
Exec vp corp mktg srvcs, Joel Weiner
Vp-dir crtv srvcs, James Blocki
Dir adv, Robert Powell
Mgr adv srvcs, William Landgraf
Asst prod adv srvcs mgr, Cassandra Reese
Parent: Dart & Kraft
Agency: Leo Burnett, Chicago
Vp-acct dir, Brian Williams
Acct supr, Maria Deppe
Acct execs: Tim Pretzsch (loaf & slices), Barbara Stoldt (new prods)
Asst acct execs: Lisa Craig (loaf), Selby Hall (slices)
Vp-media dir, Jack Hanrahan
Media plnr/buyers: Frank Shuford, Kris Ralston, Chris Ostapowicz
Black markets agency: Proctor & Gardner, Chicago
Vp-media dir, Anthony Moore
Vp-acct dir, Suzanne Stantely
Acct exec, Rweldon Woodruff
Hispanic markets agency: Hispania/JWT, N.Y.
Sr vp-gm, Caoline Demy

139. L'EGGS PANTYHOSE

L'eggs Products, Inc.

	Media investments 1985	1984
Magazines	$ 1,295,000	$ 1,546,000
Natl. Sun. mags.	—	—
Network tv	14,741,000	22,806,000
Spot tv	1,745,000	2,214,000
Network radio	1,764,000	1,774,000
Outdoor	—	—
Network cable	550,000	(No data)
Newspapers	115,000	335,000
Total	**$20,210,000**	**$28,675,000**

Marketing/brand management:
Vp mktg, John Piazza
Grp brand dirs: Gordon Grant, Randy Fluharty
Dir new prods, Ted Cooper
Parent: Hanes Gp., Sara Lee Corp.
Agency: DFS, New York
Sr vp-mgmt dir, Michael Donahue
Exec vp-dir mktg srvcs, Allen Banks
Sr vp-sr assoc media dir, Ira Weinblatt
Vp-assoc media dir, Walter Tietz
Black agency: Burrell, Chicago
Acct supr, Fay Ferguson
Media dir, Nick Howse
Sr media plnr, Zeline Kelly
Sr vp-dir acct srvcs, Charles L. Wimbley
Vp-mgmt supr, Linda L. Pharr

140. SAFEWAY STORES

Safeway Stores, Inc.

	Media investments 1985	1984
Magazines	$ 1,273,000	$ 1,414,000
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	18,316,000	19,991,000
Network radio	—	—
Outdoor	513,000	142,000
Network cable	—	(No data)
Newspapers	(No data)	(No data)
Total	**$20,102,000**	**$21,547,000**

Marketing/brand management:
Grp vp-dir mktg, Donald J. Smith
Vp adv & prom, Ron Giglio
Mgr bdcst/merch sect, Karl Royker
Mgr rtl prom sect, Crandall Eaton
Agency: Ketchum, San Francisco
Sr vp-grp dir, Dianne Snedaker
Vp-acct supr, Carla Emil
Acct supr, Zonda Reynolds
Sr vp-media dir, Cheryl Kroyer
Vp-assoc media dir, Ricki Kohn
Media supr, Lynn Wolfson
Pres-exec crtv dir, Ken Dudwick
Vp-crtv supr/wrtr, Carla Krummel
Rsrch supr, Jeanne Brown
Prdcr, Susan Conklin
Vp bdcst prdctn, Sue Rugtiv
Advertising managers of 15 regional divisions determine media expenditures. Each division employs its own broadcast agency.

141. ALWAYS FEMININE PROTECTION PRODUCTS

The Procter & Gamble Co.
(Not including ads solely for Always Plus)

	Media investments 1985	1984
Magazines	$ 7,178,000	$ 6,470,000
Natl. Sun. mags.	—	1,544,000
Network tv	11,051,000	8,357,000
Spot tv	1,229,000	919,000
Network radio	—	560,000
Outdoor	—	—
Network cable	298,000	(No data)
Newspapers	321,000	1,033,000
Total	**$20,077,000**	**$18,883,000**

Marketing/brand management:
Div mgr, Richard R. Nicolisi
Adv mgr, Jamie Wallace
Assoc adv mgr, Charlotte Reynolds Otto
Brand mgrs: Beth Kaplan, Ann Marsden
The media group includes:
Media dir, J. W. Van Cleave
Asst media dir, Gordon Young
Media mgrs: E. R. Plowden, Lynne C. Veil, James R. Maxwell III, Marian Grant
Media suprs: James P. Connell, S. E. Bentzinger, John Taylor, Stuart Kunkler
Net scheduler, Dinah J. Noble
Media assts: Judy Markel, Ann Barrows, Thomas F. Frank
Agency: D'Arcy Masius Benton & Bowles, New York
Sr vp-grp dir, Jim Hutchinson
Vp-acct supr, Kathy Kehoe
Acct execs: Katherine Persky, Andrea Cautela
Sr vp media: Richard Hamilton
Vp-assoc media dir, Jeri Dack
Asst media dir, Steve Calder

Category listings begin on page 56.

More Than Sun and Sand

Every sunny Florida market claims to be the answer to your dreams. But the truth is, it takes more than sun and sand to make a market with muscle.

The St. Petersburg, Tampa, Clearwater (SPTC) area has emerged as Florida's #1 metro in population, households and buying power. The purchasing strength of this area alone is projected to reach $31 billion dollars by 1989 according to the 1985 Sales & Marketing Management's Survey of Buying Power.

As the most popular and influential advertising media on the Suncoast, we can help you reach your goals in Florida's wealthiest market.

At the St. Petersburg Times and the Evening Independent, we've been promoting growth and building record-breaking sales in our community for more than 100 years. With Sunday Times circulation reaching 355,093* and weekday circulation for the Times and Independent topping 311,792*, the figures show that our papers are read by seven out of ten adults in Pinellas County everyday.

Call your Times and Independent sales representative today and let us show you how to build record-breaking sales on Florida's Suncoast.

General Advertising (813)893-8249
Represented nationally by CWO & O
Source: Audit Bureau of Circulations audit report of average paid circulation for 12 months ending 12/31/85

St. Petersburg Times
evening Independent

142. MASTERCARD
CREDIT CARD SERVICES
Mastercard, Intl.

(Not including regional tv and ads solely for Gold card, international services and travelers checks)

	Media investments 1985	1984
Magazines	$ 179,000	$ 134,000
Natl. Sun. mags.	—	—
Network tv	16,346,000	16,944,000
Spot tv	2,902,000	4,679,000
Network radio	—	—
Outdoor	—	—
Network cable	398,000	(No data)
Newspapers	—	—
Total	**$19,825,000**	**$21,757,000**

Marketing/brand management:
Sr vp card & trvl prod, F. Alan Schultheis
Sr vp mktg srvcs, Joanne Black
Adv mgr, Joan Bogin
Agency: William Esty, N.Y.
Sr vp-grp dir, Perry Butler
Vp-acct supr, Rich Driscoll
Acct execs: Greg Maddock, Rob Holmen
Sr vp media, Tom Winner

143. U.S. EXPRESS MAIL
U.S. Postal Service

	Media investments 1985	1984
Magazines	$ 4,936,000	$ 3,941,000
Natl. Sun. mags.	—	—
Network tv	4,151,000	9,181,000
Spot tv	7,989,000	5,578,000
Network radio	—	—
Outdoor	—	—
Network cable	284,000	(No data)
Newspapers*	2,425,000	1,715,000
Total	**$19,785,000**	**$20,415,000**

M&MD estimates

Marketing/brand management:
Dir mktg, John Wargo
Dir adv, E. J. Gary Stevens
Agency: Young & Rubicam, N.Y.
Sr vp-mgmt supr, Bud Hall
Acct suprs: Dick Kebbon, Terry Pranses, William McGrory
Sr vp-grp media supr, Nancy Smith
Media supr, J. C. Ziegler

144. U.S. ARMED FORCES
RECRUITING
Joint Recruiting Advertising Program

	Media investments 1985	1984
Magazines	$ 1,000	$ 603,000
Natl. Sun. mags.	—	—
Network tv	18,771,000	10,927,000
Spot tv	—	—
Network radio	—	—
Outdoor	25,000	1,000
Network cable	972,000	(No data)
Newspapers	—	—
Total	**$19,769,000**	**$11,531,000**

Marketing/brand management:
Dir joint recruiting adv prog, Lynn Lucchetti
Joint adv div dir, Air Force Maj Yolan Laporte
Finance systems mgmt div dir, Army Maj (P) J. Schlegel
Prog adv mgrs: Navy Lt Linda Donner, Marine Corps Capt Junior Ortiz
Admin assts: Navy YN3 Ida Carolina, Marine Corps SSGT Thomas Doyle
Agency: Grey, New York
Exec vp-grp dir, Robert A. Ravitz
Vp-acct suprs: Harvey Robinson, Garry Niebauer
Acct suprs: Leonard Susman, David Stanley
Acct execs: Sherman Landwehr, Brian Decker, Karen Helle
Exec vp media & prog srvcs, Alec Gerster
Assoc media dir, Russ Booth
Grey Direct:
Sr vp-mgmt rep, Steve Walden
Vp-mgmt supr, Jim Battin
Acct supr, Allison Sass
Acct exec, Patricia Ruggiero
Media supr, Wendy Lippman
Media asst, Sabrina Michaux

145. ALKA-SELTZER
ANTACID/PAIN RELIEVER
Miles Labs

	Media investments 1985	1984
Magazines	—	$ 151,000
Natl. Sun. mags.	—	—
Network tv	$15,778,000	14,723,000
Spot tv	1,693,000	2,338,000
Network radio	2,112,000	—
Outdoor	—	—
Network cable	101,000	(No data)
Newspapers	—	—
Total	**$19,684,000**	**$17,212,000**

Marketing/brand management:
Vp mktg (U.S.), Stephen M. Reim
Vp-adv mgr, Mitchell Streicker
Agency: McCann-Erickson, N.Y.
Sr vp-grp mgmt dir, Peter Heinz
Vp-acct dir, Mel Philpott
Sr vp-media dir, Ira Carlin
Vp-plng mgr, Vince Tortorelli
Hispanic agency: Conill, New York
Vp-acct dir, Julio J. Castellanos
Vp-acct supr, Charles F. Magee, Jr.
Exec vp-media dir, Bibiana Grau

146. WINN-DIXIE STORES
Winn-Dixie Stores, Inc.

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$ 2,199,000	—
Spot tv	17,330,000	$14,323,000
Network radio	—	—
Outdoor	50,000	1,000
Network cable	86,000	(No data)
Newspapers	(No data)	(No data)
Total	**$19,665,000**	**$14,324,000**

Marketing-brand management:
Dir adv, G. E. Clerc, Jr.
Agency: William Cook, Jacksonville, FL
Exec vp-acct mgr, Carson Eddings
Vp-acct suprs: Lura Benton, James Radcliffe
Acct execs: Michael Russell, Dick Mathews, Marty Lynch
Media dir, Mary Shine
Media plnr, Bob Stone

147. CRISCO SHORTENING
The Procter & Gamble Co.

	Media investments 1985	1984
Magazines	$ 4,356,000	$ 2,750,000
Natl. Sun. mags.	—	—
Network tv	10,302,000	10,941,000
Spot tv	4,337,000	3,476,000
Network radio	—	—
Outdoor	—	—
Network cable	608,000	(No data)
Newspapers	—	—
Total	**$19,603,000**	**$17,167,000**

Marketing/brand management:
Div mgr, L. D. Milligan
Adv mgr, J. T. Smith
The media group includes:
Media dir, J. W. Van Cleave
Asst media dir, Gordon Young
Media mgrs: E. R. Plowden, Lynn C. Veil, James R. Maxwell III,

Marian Grant
Media suprs: James P. Connell, S. E. Bentzinger, John Taylor, Stuart Kunkler
Net scheduler, Dinah J. Noble
Media assts: Judy Markel, Ann Barrows, Thomas F. Frank
Agency: Saatchi & Saatchi, N.Y.
Mgmt supr, Hayes Roth
Acct supr, Tom White
Acct mgr, Laura Gerndt
Assoc media dir, Barbara Towey
Media supr, Cheryl Leslie
Media sr plnr, Regina Lithen

148. MAZDA B-2000 COMPACT TRUCKS

Mazda Motors of America (Central), Inc.

	Media investments 1985	1984
Magazines	$ 6,156,000	$ 3,507,000
Natl. Sun. mags.	—	—
Network tv	11,410,000	13,674,000
Spot tv	963,000	1,197,000
Network radio	—	—
Outdoor	—	—
Network cable	646,000	(No data)
Newspapers*	423,000	564,000
Total	**$19,598,000**	**$18,942,000**

*M&MD estimates

Marketing/brand management:
Sr vp-gm, R. E. Hayden
Vp mktg, Duane Bowen
Sr vp-gm (MMA-East), Jim Trado
Agency: Foote, Cone & Belding, Los Angeles
Sr vp-grp mgmt dir, Welton Mansfield
Media dir, Robert MacDonald (Santa Ana)

149. FORD RANGER COMPACT TRUCKS

Ford Motor Co.

	Media investments 1985	1984
Magazines	$ 5,037,000	$ 4,288,000
Natl. Sun. mags.	—	—
Network tv	12,613,000	6,334,000
Spot tv	1,012,000	4,023,000
Network radio	—	—
Outdoor	254,000	372,000
Network cable	293,000	(No data)
Newspapers	—	—
Total	**$18,209,000**	**$15,017,000**

Marketing/brand management:
Ford Division:
Vp-gen mktg mgr, Ross Roberts
Adv mgrs: John Vanderzee, Gerry Donnelly (trucks)
Media mgr, Dick Halseth
Adv & sls prom, A. Pridgeon
Agency: J. Walter Thompson, Detroit, MI
Exec vp-gm, Peter Schweitzer
Sr vp-acct dir, Bill Williams
Sr vp-media dir, Tom Healey
Vp-grp media dir (cars & trucks), Paul Hunt
Assoc media dir (trucks), Karen Campbell
Sr vp-bdcst supr, Ron Fredrick
Hispanic markets agency: Hispania/JWT, N.Y.
Sr vp-gm, Caroline Demy
Acct supr, Ivan Pichardo
Media dir, Nancy Tellet
Black agency: Burrell, Chicago
Mgmt supr, Thomas J. Burrell
Media dir, Nick Howse
Sr media plnr, Zeline Kelly

150. COORS LIGHT BEER

Adolph Coors Co.

	Media investments 1985	1984
Magazines	$ 25,000	—
Natl. Sun. mags.	—	—
Network tv	5,574,000	$ 1,743,000
Spot tv	12,547,000	9,343,000
Network radio	—	—
Outdoor	233,000	71,000
Network cable	764,000	(No data)
Newspapers	57,000	28,000
Total	**$19,200,000**	**$11,185,000**

Marketing/brand management:
Exec vp sls & mktg, Robert A. Recholtz
Vp mktg, Rob Klugman
Brand dir, Bob Fox
Brand mgr, Gary Skovsted
Vp mktg devel, Gary Truitt
Agency: Foote, Cone & Belding, Chicago
Sr vp-grp acct dir, Bill Melzer
Vp-acct dirs: Jim Gregga, Dale Smith, Tim Prosch, Randy Windschitl
Acct dir, Jim Mitchel
Acct exec, Mark Rooyakkers
Sr vp media, Fred Wray
Vp-grp media dir, Kent Vlautin
Media suprs: Bill Blaha, Mary Salmich, Steve Vye, Doug Powell, Lynne Muth
Hispanic markets agency: GSD&M, Austin, TX
Chmn, Steve Gurasich
Sr vp, Chuck Grady
Dir Hispanic srvcs, Raoul Rodriguez
Corp & pub affrs dir, Hank Olguin
Vp-assoc media dir, Tina Williamson

151. SHELL GASOLINE

Shell Oil Co.

	Media investments 1985	1984
Magazines	$ 4,146,000	$ 2,227,000
Natl. Sun. mags.	—	—
Network tv	1,165,000	1,643,000
Spot tv	13,211,000	9,677,000
Network radio	—	—
Outdoor	1,000	4,000
Network cable	—	(No data)
Newspapers	444,000	1,600,000
Total	**$18,967,000**	**$15,151,000**

Marketing/brand management:
Vp mktg, J. W. Schutzenhofer
Adv/sls prom mgr, J. H. Haines
Agency: Ogilvy & Mather, Houston
Sr vp-mgmt supr, Kirk Walden
Vp-assoc media mgr, Dan Frazier

152. PEOPLE MAGAZINE CIRCULATION

Time, Inc.

	Media investments 1985	1984
Magazines	$ 665,000	$ 304,000
Natl. Sun. mags.	—	—
Network tv	2,831,000	3,639,000
Spot tv	13,979,000	10,770,000
Network radio	—	—
Outdoor	—	—
Network cable	468,000	(No data)
Newspapers	1,017,000	1,091,000
Total	**$18,960,000**	**$15,804,000**

Marketing/brand management:
Prom mgr, Debbie Himmelfarb
Dir prom & spcl proj, Daniel B. Brewster Jr.
Dir mktg srvcs, Barry Perrin
Agency: Holland & Callaway, N.Y.
Chmn & copywriter, Ron Holland
Pres, Jim Calloway
Prdcr, Russ Kaiser

Heineken is the only imported beer to make this year's ranking.

153. FORD PASSENGER CARS

(multi-product ads)

Ford Motor Co.

	Media investments 1985	1984
Magazines	$ 648,000	$ 1,569,000
Natl. Sun. mags.	—	—
Network tv	9,479,000	7,554,000
Spot tv	5,252,000	2,218,000
Network radio	1,000	—
Outdoor	535,000	246,000
Network cable	89,000	(No data)
Newspapers	2,927,000	1,803,000
Total	**$18,931,000**	**$13,390,000**

Marketing/brand management:
Ford Division:
Vp-gen mktg mgr, Ross Roberts
Adv mgrs: John Vanderzee, R. J. Gillooly (cars)
Media mgr, Dick Halseth
Adv-sls prom, A. Pridgeon
Agency: J. Walter Thompson, Detroit
Exec vp-gm, Peter Schweitzer
Sr vp-acct dir, Bill Williams
Sr vp-media dir, Tom Healey
Vp-grp media dir (cars & trucks), Paul Hunt
Vp-media dir (cars), Howard Spokes
Sr vp-bdcst supr, Ron Fredrick
Hispanic markets agency: Hispania/JWT, New York
Sr vp-gm, Caroline Demy
Acct supr, Ivan Pichardo
Media dir, Nancy Tellet
Black agency: Burrell, Chicago
Mgmt supr, Thomas J. Burrell
Media dir, Nick Howse
Sr media plnr, Zeline Kelly
Sr vp-dir acct srvcs, Charles L. Wimbley
Vp-mgmt supr, Donald A. Coleman
Vp-acct supr, Freida Curry
Asst acct exec, Leroy Kemp

There are eight domestic and two imported auto dealership associations among 1985's Top 200.

154. MAZDA 626 CAR

Mazda Motors of America (Central), Inc.

	Media investments 1985	1984
Magazines	$ 5,984,000	$4,750,000
Natl. Sun. mags.	—	—
Network tv	11,045,000	3,258,000
Spot tv	913,000	1,051,000
Network radio	—	—
Outdoor	—	—
Network cable	505,000	(No data)
Newspapers*	423,000	275,000
Total	**$18,870,000**	**$9,334,000**

*M&MD estimates

Marketing/brand management:
Sr vp-gm, R. E. Hayden
Vp mktg, Duane Bowen
Sr vp-gm (MMA-East), Jim Trado
Agency: Foote, Cone & Belding, Los Angeles
Sr vp-grp mgmt dir, Welton Mansfield
Media dir, Robert MacDonald (Santa Ana)

155. MILTON BRADLEY GAMES

Milton Bradley Co.

(Not including separate ads for electronic games)

	Media investments 1985	1984
Magazines	$ 1,417,000	$ 217,000
Natl. Sun. mags.	61,000	—
Network tv	3,755,000	6,477,000
Spot tv	12,996,000	16,684,000
Network radio	—	—
Outdoor	—	—
Network cable	309,000	(No data)
Newspapers	63,000	—
Total	**$18,601,000**	**$23,378,000**

Marketing/brand management:
Pres, George Ditomassi
Sr vp r&d, E. David Wilson
Dir prod mgmt, Michael Meyers
Vp adv & pub rel, George Merritt
Parent: Hasbro
Agency: Griffin Bacal, New York
Pres, Tom Griffin
Exec vp client srvcs, Paul Kurnit
Exec vp-dir crtv srvcs, Joe Bacall
Exec vp-dir media srvcs, Arthur Heller
Sr vp-crtv dir, Leonard Leokum
Vp-mgmt supr, Gordon Hunt

156. HERSHEY'S CANDY BARS

Hershey Foods Corp.

	Media investments 1985	1984
Magazines	$ 2,664,000	$ 3,068,000
Natl. Sun. mags.	—	—
Network tv	11,472,000	9,014,000
Spot tv	3,169,000	3,332,000
Network radio	1,023,000	870,000
Outdoor	—	—
Network cable	225,000	(No data)
Newspapers	32,000	132,000
Total	**$18,585,000**	**$16,416,000**

Marketing/brand management:
Mktg vp, Jay Carr
Dir mktg, Michael Holmes
Dir new prods, A. J. Pingitore
Mgr media rel, J. Brian Herrman
Agencies: Doyle Dane Bernbach, New York
Vc chmn, Peter Falcone
Grp sr vp, Peter Tate
Exec vp-media & prog dir, Mike Drexler
Vp-media plng dir, Steve Caputo
Assoc media plng dir, Liz Lubarsky
Ogilvy & Mather, N.Y.
Sr vp-grp dir, Michael Vaughan
Sr vp-assoc media dir, Tony Nacinovich
Vp-asst media dirs: Kristina Allen, Anthony DeSena
Asst media dir, Lisa Gallant

157. AUDI 5000 CAR

Volkswagen of America, Inc.

	Media investments 1985	1984
Magazines	$ 3,992,000	$ 3,845,000
Natl. Sun. mags.	148,000	—
Network tv	5,548,000	918,000
Spot tv	7,515,000	6,801,000
Network radio	—	—
Outdoor	—	—
Network cable	40,000	(No data)
Newspapers*	1,239,000	705,000
Total	**$18,482,000**	**$12,269,000**

*M&MD estimates

Marketing/brand management:
Vp, Audi of America: Peter Fishen
Dir mktg, Tony Kirton
Adv mgr, Bruce Batzier
Agency: Doyle Dane Bernbach, Detroit
Pres, Brian Boller
Sr vp-acct supr, Sal Triano
Sr acct execs: Peter Toundas, Steve Swanson
Vp-acct supr, Ron Rogginger
Sr vp-media dir, Robert Mancini

158. PAMPERS DIAPERS
The Procter & Gamble Co.

	Media investments 1985	1984
Magazines	$ 560,000	$ 732,000
Natl. Sun. mags.	—	—
Network tv	6,425,000	12,809,000
Spot tv	10,390,000	12,930,000
Network radio	—	—
Outdoor	—	—
Network cable	—	(No data)
Newspapers	878,000	—
Total	**$18,253,000**	**$26,471,000**

Marketing/brand management:
Div mgr, Richard R. Nicolosi
Adv mgr, Jamie Wallace
Assoc adv mgr, Jeff Jones
Brand mgr, Larry Gorkin
The media group includes:
Media dir, J. W. Van Cleave
Asst media dir, Gordon Young
Media mgrs: E. R. Plowden, Lynne C. Veil, James R. Maxwell III, Marian Grant
Media suprs: James P. Connell, S. E. Bentzinger, John Taylor, Stuart Kunkler
Net scheduler, Dinah J. Noble
Media assts: Judy Markel, Ann Barrows, Thomas F. Frank
Agency: D'Arcy Masius Benton & Bowles, New York
Acct dir, Rod Torrence
Acct supr, Scott Anderholt
Acct exec, Jerry Grossman
Media dir, Rich Hamilton
Assoc media dir, Jeri Dack
Asst media dir, Brian Cauley

159. DOMINO'S RESTAURANTS
Domino's Pizza Inc.

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$ 9,298,000	$1,955,000
Spot tv	8,077,000	3,798,000
Network radio	—	195,000
Outdoor	329,000	336,000
Network cable	1,000	(No data)
Newspapers	(No data)	(No data)
Total	**$18,205,000**	**$6,284,000**

Marketing/brand management:
Vp mktg, Sam Fine
Natl dir adv & fld mktg, Brian Treisch
Dir pub rel, Ron Hingst
Agency: Group 243, Ann Arbor, Mich.
Sr vp, Christi Thomas
Vp-mgmt dir, Steve Seyferth
Vp media, Wayne Piotrowski

160. CHEVROLET ASTRO VAN
Chevrolet Motors Division

	Media investments 1985	1984
Magazines	$ 5,430,000	—
Natl. Sun. mags.	335,000	—
Network tv	11,502,000	$236,000
Spot tv	513,000	—
Network radio	—	—
Outdoor	143,000	—
Network cable	238,000	(No data)
Newspapers	38,000	—
Total	**$18,199,000**	**$236,000**

Marketing/brand management:
Gm, Robert D. Burger
Gen sls & srvc mgr, Robert W. Starr
Gen mktg mgr, Thomas A. Staudt
Asst gen sls mgr, M. H. Erdman
Mktg mgr-truck, John M. Kelley
Mgr truck adv, G. Neil Perkins
Truck merch mgr, Frank F. Raine, Jr.
Agency: Campbell-Ewald, Detroit
Exec vp-acct dir, William J. Tausch
Grp sr vp-grp mgmt suprs: John A. Barcyzk (trucks), Anthony J. Hopp (regional)
Vp-acct supr, Joseph W. Tuskewicz
Acct exec, Greg J. Smith
Exec vp-media dir, Louis M. Schultz
Sr vp truck adv, John B. Hammond
Sr vp-truck merch, Thomas R. Boyd
Vp-truck merch, John L. Sych
Sr vp-media, Karen Ritchie
Sr vp-assoc media dir, Ronald D. Geskey
Sr vp-dir natl bdcst buying, Judy Sawyer
Sr vp-dir lcl mkt media, Robert Mitchell
Vp-media suprs: Jack Martin, Barb Munro, Jack Winkleseth
Media plnr, Colleen A. Leveille

Of the ten cigarette campaigns in the ranking, three were joint promotions.

161. CHEVROLET CELEBRITY CAR
Chevrolet Motors Division
(Not including Wagons)

	Media investments 1985	1984
Magazines	$ 4,091,000	$ 3,634,000
Natl. Sun. mags.	—	—
Network tv	11,277,000	18,498,000
Spot tv	2,503,000	919,000
Network radio	—	34,000
Outdoor	102,000	157,000
Network cable	196,000	(No data)
Newspapers	—	40,000
Total	**$18,169,000**	**$23,282,000**

Marketing/brand management:
Gm, Robert D. Burger
Gen sls & srvc mgr, Robert W. Starr
Gen mktg mgr, Thomas A. Staudt
Asst gen sls mgr, M. H. Erdman
Mktg mgr passenger cars, Thomas R. Mason
Mgr passenger car adv, Danielle K. Colliver
Agency: Campbell-Ewald, Detroit
Exec vp-acct dir, William J. Tausch
Grp sr vp-grp mgmt suprs: Donald D. Williams (cars), Anthony J. Hopp (regional)
Vp-acct supr, Michael Ryan
Exec vp-media dir, Louis M. Schultz
Sr vp-assoc media dir, Ronald D. Geskey
Sr vp-dir natl bdcst buying, Judy Sawyer
Sr vp-dir lcl mkt media, Robert Mitchell
Vp-media suprs, Jack Martin, Barb Munro, Jack Winkleseth

162. SALEM CIGARETTES
R.J. Reynolds Tobacco Co.

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Outdoor	$17,498,000	$ 9,993,000
Network cable	—	(No data)
Newspapers	594,000	921,000
Total	**$18,092,000**	**$10,914,000**

Marketing/brand management:
Sr vp mktg, R. M. Kampe
Vp brand mgmt, J. T. Winebrenner
Mktg dir, D. N. Iauco
Sr brand mgr, S. R. Strausburg
Dir mktg srvcs, G. T. Baroody

Dir media, Dan Pearson
Grp mgr media admin, R. E. Neal
Parent: RJR Nabisco
Creative agency: William Esty, N.Y.
Pres-acct grp head, L. M. Wassong
Sr vp-assoc acct grp head, J. E. Neal
Sr vp-mgmt supr, Patricia Stewart
Vp-acct supr, Philip Shaner

163. KRAFT MIRACLE WHIP SALAD DRESSING

Kraft Inc.

	Media investments 1985	1984
Magazines	$ 2,567,000	$ 2,034,000
Natl. Sun. mags.	948,000	694,000
Network tv	9,956,000	7,480,000
Spot tv	3,744,000	1,611,000
Network radio	86,000	—
Outdoor	—	—
Network cable	30,000	(No data)
Newspapers	516,000	290,000
Total	**$17,847,000**	**$12,109,000**

Marketing/brand management:
Exec vp & gm bus venture, Eric Strobel
Vp bus venture, Charlie Martin
Exec vp & gm grocery prod, Joseph P. Durrett
Vp-dir grocery prod, L. Dick Buell
Grp brand mgr, Mark Leckie
Exec vp corp mktg srvcs, Joel Weiner
Vp-dir crtv srvcs, James Blocki
Dir adv, Robert Powell
Mgr adv srvcs, William Landgraf
Asst prod adv srvcs mgr, Cassandra Reese
Agency: J. Walter Thompson, Chicago
Sr vp-grp acct dir, Lloyd Stein
Sr vp-media dir, Robert H. Irvine
Black markets agency: Proctor & Gardner, Chicago
Vp-media dir, Anthony Moore
Vp-acct dir, Suzanne Stantely
Acct exec, Rweldon Woodruff
Hispanic markets agency: Hispania/JWT, N.Y.
Sr vp-gm, Caroline Demy

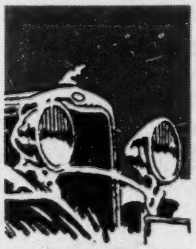
164. IVORY SOAP

The Procter & Gamble Co.
(Not including liquid-only ads)

	Media investments 1985	1984
Magazines	$ 63,000	—
Natl. Sun. mags.	—	—
Network tv	10,831,000	$11,206,000
Spot tv	6,369,000	5,356,000
Network radio	—	—
Outdoor	—	—
Network cable	581,000	(No data)
Newspapers	—	—
Total	**$17,844,000**	**$16,562,000**

Marketing/brand management:
Div mgr, C. C. Carroll
Adv mgr, R. H. Van Wagener
The media group includes:
Media dir, J. W. Van Cleave
Asst media dir, Gordon Young
Media mgrs: E. R. Plowden, Lynne C. Veil, James R. Maxwell III, Marian Grant
Media suprs: James P. Connell, S. E. Bentzinger, John Taylor, Stuart Kunkler
Net scheduler, Dinah J. Noble
Media assts: Judy Markel, Ann Barrows, Thomas F. Frank

A shrewd investment



In the Tampa Bay market — Florida's largest in terms of population, households and effective buying income* — your success depends on effective resource allocation. Accomplishing this in this rapidly growing market involves skill, intuition and knowledge. Independent research clearly indicates The Tampa Tribune is the optimum medium for reaching your best prospects.

Each day The Tampa Tribune delivers:
- More 25-54 year-old readers
- More readers in top level occupations
- More affluent adults ($50,000+ annual household income)
- More food buyers spending $150 per week than any other daily newspaper combination in the market.**

Use your initiative to learn more about this lucrative market and this results-oriented advertising medium by requesting your free copy of The Tampa Tribune's complete readership profile, the 1986 edition of The Quality Buy. Write Joe Gess, General Advertising Manager, The Tampa Tribune, P.O.Box 191, Tampa, FL 33601-4005, or call, (813) 272-7447.

*SM&M Survey of Buying Power, 1985
**Simmons-Scarborough National Newspaper Rating Study, 1985
The Tampa Bay Metro Market consists of Hillsborough, Pasco, Hernando and Pinellas counties

THE TAMPA TRIBUNE. A SHREWD INVESTMENT

A Media General Newspaper represented nationally by Sawyer-Ferguson-Walker Member of the Gannett 4-Color Network

Agency: Saatchi & Saatchi, N.Y.
Sr vp-grp dir, John Hayes
Vp-acct supr, Randy P. Greenwald
Acct exec, Jeffrey H. Bodenmann
Exec vp-media dir, Steve Fajen
Media dir-sr vp P&G plng, Robert Pape
Assoc media dir-vp, Patricia O'Donnell
Media plng supr, Audrey Siegel
Sr plnr, John O'Hara

165. TONKA TOYS
Tonka Corp.

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$ 9,808,000	$3,492,000
Spot tv	7,199,000	2,581,000
Network radio	—	—
Outdoor	20,000	15,000
Network cable	776,000	(No data)
Newspapers	15,000	—
Total	**$17,818,000**	**$6,088,000**

Marketing/brand management:
Vp mktg, Ray McDonald
Vp mktg srvcs, Joe Garcia
Dir boys' toys, Justo Nunez
Dir girls' toys, Jim Pisors
Agency: Jordan, Case, Taylor, McGrath, N.Y.
Vp-mgmt supr, Rob Moorman
Acct suprs: Ellen Fields, Lane Miller
Acct execs: Lynne Keefer, Annika Paulsson
Acct assts: Paul Sorensen, Laura MacLennan
Media dir, Sylvia Rodriguez
Media supr, Sal Sannino
Assoc media dir, Joe Siano
Media plnr, Ken Posner

166. CRYSTAL LIGHT DRINK MIX
General Foods Corp.

	Media investments 1985	1984
Magazines	$ 706,000	$ 443,000
Natl. Sun. mags.	196,000	—
Network tv	9,792,000	13,169,000
Spot tv	5,499,000	6,643,000
Network radio	—	—
Outdoor	—	—
Network cable	1,355,000	(No data)
Newspapers	259,000	162,000
Total	**$17,807,000**	**$20,417,000**

Marketing/brand management:
Gm-vp, Bill Korab
Category mgr, Tom Romig
Prod grp mgr, Donald Press
Assoc prod mgr, Karen Ahern
Parent: Philip Morris
The GF media group includes:
Dir media srvcs, David K. Braun
Assoc dir media srvcs, D. J. Micell
Mgr lcl media, Gary Gruneberg
Asst mgr lcl media, I. Roche
Mgrs plng & buying: Brenda Giuffre (net), Kathy Riordan (print), Jonathan Sims (research)
Media asst, Bobby Asano
Agency: D'Arcy Masius Benton & Bowles, New York
Sr vp-acct dir, Dick Hopple
Mgmt supr, Ray Marione
Acct supr, Michael Dabrowski
Acct exec, Stuart Pearlman
Sr vp media, Rich Hamilton
Assoc media dir, Brian Hughes
Asst media dir, Brian Gillian

167. FIRESTONE AUTO CENTERS
Firestone Tire & Rubber Co.
(Not including ads for tires, batteries, etc.)

	Media investments 1985	1984
Magazines	—	$ 2,000
Natl. Sun. mags.	—	216,000
Network tv	$17,568,000	12,153,000
Spot tv	105,000	2,458,000
Network radio	7,000	—
Outdoor	1,000	—
Network cable	101,000	(No data)
Newspapers	(No data)	(No data)
Total	**$17,782,000**	**$14,829,000**

Marketing/brand management:
Vp mktg, L. J. Lombardo
Natl adv mgr, Charles M. Kosich
Dir adv, G. R. Kerr
Agencies: Saffer, Cravit & Freedman, Don Mills, Ont.
Vp-grp acct dir, David La Ferle
Sr acct exec, Gary Strong
Media plnr, Peter Evans (Chicago)
Advancers, St. Louis
(network TV)
Sr vp-proj grp dirs: John Marlow, Fred Weber
Assoc proj grp dir, Vernon Mottert

168. SUNLIGHT DISHWASHER DETERGENT
Lever Brothers Co.

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$14,999,000	$2,764,000
Spot tv	2,605,000	5,015,000
Network radio	—	—
Outdoor	—	—
Network cable	163,000	(No data)
Newspapers	—	148,000
Total	**$17,767,000**	**$7,927,000**

Marketing/brand management:
Vp mktg, John R. Speirs
Mktg mgr, John A. Turner
Sr grp prod mgr, Eric L. Kessler
Assoc grp prod mgr, Tracy Carlson
Asst grp prod mgr, Tom Sparling
Media dir, Richard Butler
Parent: Unilever
Agency: BBDO, New York
Sr vp-mgmt supr, J. William Heath
Vp-acct supr, Martin H. Hummel
Acct exec, William Grogan
Asst acct exec, David Virrill
Exec vp-sr mgmt rep, Kenneth Rogers
Exec vp-dir media srvcs, Arnie Semsky
Sr vp-dir media plng srvcs, Mike Drake
Vp-assoc media dir, Nora Gallick
Media plnr, Pamela Baron
Asst media plnr, Ira Bahr

169. FTDA
Florists' Transworld Delivery Association

	Media investments 1985	1984
Magazines	$ 1,993,000	$ 2,443,000
Natl. Sun. mags.	206,000	123,000
Network tv	6,846,000	6,401,000
Spot tv	71,000	113,000
Network radio	5,707,000	2,548,000
Outdoor	112,000	5,000
Network cable	104,000	(No data)
Newspapers	2,689,000	2,415,000
Total	**$17,728,000**	**$14,048,000**

Marketing/brand management:
Grp dir mktg, Harry Knitter
Adv & pub rel dir, Bod Etter
Agency: D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich.
Sr vp-mgmt supr, Harold J. Hogan
Vp-grp acct supr, R. Robin Carr
Acct supr, Terri Anderson

Sr vp-dir media srvcs, George M. Rogers, Jr.
Vp-grp media dir, Marty Choinski

170. MERRILL LYNCH STOCKBROKER SERVICE

Merrill Lynch, Pierce, Fenner & Smith, Inc.

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$15,402,000	$3,898,000
Spot tv	1,901,000	117,000
Network radio	81,000	389,000
Outdoor	6,000	—
Network cable	325,000	(No data)
Newspapers	—	—
Total	**$17,715,000**	**$4,404,000**

Marketing/brand management:
Sr vp comm, James E. Murphy
Vp-ad mgrs: James W. Walsh (corp), Deborah Mandelker (consumer mkts), Joan Moshello (capital mkts)
Agencies: Bozell Jacobs Kenyon & Eckhardt, New York
Sr vp-mgmt suprs: Gerald Matthes (corp), Gerald Sherwin (consumer mkts), Walter Guarino (capital mkts)
Acct suprs: Eileen Lynch (corp), Susan Popper (consumer mkts), Orlando Herrera (capital mkts)

171. AT&T PERSONAL COMPUTER SYSTEMS

AT&T Information Systems

	Media investments 1985	1984
Magazines	$ 929,000	$ 5,615,000
Natl. Sun. mags.	—	—
Network tv	13,847,000	14,448,000
Spot tv	27,000	4,000
Network radio	—	—
Outdoor	—	—
Network cable	166,000	(No data)
Newspapers*	2,596,000	2,962,000
Total	**$17,565,000**	**$23,029,000**

*M&MD estimates

Marketing/brand management:
Adv dir, R. R. Draper
Div mgrs: P. C. Shyposh, K. Vereb
Agency: Ogilvy & Mather, N.Y.
Sr vp-grp dir, Kelly O'Dea
Vp-mgmt supr, Cynthia Round
Sr vp-assoc media dir, Wilma Epstein
Vp-asst media dir, Andrea McAteer

172. BLUE CROSS & BLUE SHIELD PLANS

Blue Cross & Blue Shield Association

(Not including ads from regional operations and ads solely for Blue Cross Insurance, etc.)

	Media investments 1985	1984
Magazines	$ 1,809,000	$ 1,054,000
Natl. Sun. mags.	—	—
Network tv	4,530,000	3,831,000
Spot tv	9,759,000	5,605,000
Network radio	1,265,000	1,062,000
Outdoor	200,000	173,000
Network cable	—	(No data)
Newspapers	—	—
Total	**$17,563,000**	**$11,725,000**

Marketing/brand management:
Vp comm, Duane Carlson
Sr consultant, Tom Mora
Plnr, Gere Collosky
Agency: HCM, Chicago
Sr vp, Laurel Baer
Dir media plng, Greg Billie

173. HEINEKEN BEER

Van Munching & Co., Inc.

	Media investments 1985	1984
Magazines	$ 5,479,000	$ 4,363,000
Natl. Sun. mags.	220,000	145,000
Network tv	4,501,000	3,004,000
Spot tv	6,757,000	7,143,000
Network radio	260,000	540,000
Outdoor	—	—
Network cable	—	(No data)
Newspapers	221,000	150,000
Total	**$17,438,000**	**$15,345,000**

Marketing/brand management:
Natl adv mgr, Alvin A. Nilson
Agency: SSC&B, New York
Exec vp acct srvcs, John Grogan
Sr vp-mgmt supr, Rick Evans
Vp-grp media dir, Alan Jurmain
Vp-assoc media dir, Christopher Gagen

Sources for data in this report appear on page 124.

174. ERA PLUS LAUNDRY DETERGENT

The Procter & Gamble Co.

	Media investments 1985	1984
Magazines	$ 2,448,000	$ 1,925,000
Natl. Sun. mags.	—	190,000
Network tv	7,399,000	8,607,000
Spot tv	7,057,000	5,833,000
Network radio	—	—
Outdoor	—	—
Network cable	433,000	(No data)
Newspapers	62,000	193,000
Total	**$17,399,000**	**$16,748,000**

Marketing/brand management:
Div mgr, B. L. Byrnes
The media group includes:
Media dir, J. W. Van Cleave
Asst media dir, Gordon Young
Media mgrs: E. R. Plowden, Lynne C. Veil, James R. Maxwell III, Marian Grant
Media suprs: James P. Connell, S. E. Bentzinger, John Taylor, Stuart Kunkler
Net scheduler, Dinah J. Noble
Media assts: Judy Markel, Ann Barrows, Thomas F. Frank
Agency: Leo Burnett, Chicago
Sr vp-grp dir, Peter Husting
Vp-acct dir, William McBride
Acct exec, Lisa Cox
Exec vp media srvcs div, Willard Hadlock
Media dir, Robert Kirkpatrick

175. POST FRUIT & FIBRE CEREAL

General Foods Corp.

	Media investments 1985	1984
Magazines	$ 2,985,000	$ 1,588,000
Natl. Sun. mags.	190,000	—
Network tv	10,913,000	6,965,000
Spot tv	2,331,000	1,544,000
Network radio	—	—
Outdoor	—	—
Network cable	735,000	(No data)
Newspapers	227,000	460,000
Total	**$17,381,000**	**$10,558,000**

Marketing/brand management:
Vp-gm, D. F. Hurwitt
Mktg mgr, David J. Gustin
Ctgry mgr, Martha Crosby Jacobs
Parent: Philip Morris
The media group includes:
Dir media srvcs, David K. Braun
Assoc dir media srvcs, D. J. Miceli
Mgr lcl media, Gary Gruneburg
Asst mgr lcl media, I. Roche

Mgrs plng/buying: Brenda Giuffre (net), Kathy Riordan (print), Jonathan Sims (rsrch)
Media asst, Bobby Asano
Agency: Grey, New York
Sr vp acct mgmt, Malcolm Mace
Exec vp media & prog srvcs, Alec Gerster
Vp-assoc media dir, John Jacobs

176. LOWENBRAU BEER
Miller Brewing Co.

	Media investments 1985	1984
Magazines	$ 594,000	$ 151,000
Natl. Sun. mags.	—	—
Network tv	9,050,000	12,387,000
Spot tv	7,192,000	5,762,000
Network radio	—	—
Outdoor	8,000	14,000
Network cable	345,000	(No data)
Newspapers	167,000	18,000
Total	**$17,356,000**	**$18,332,000**

Marketing/brand management:
Pres, William K. Howell
Vp brand mgmt, Robert A. Toledo
Grp prod dir, Jay Neidenberg
Brand mgr, Tamara J. Hauck
Asst brand mgrs: Richard Burgon, Robb DeGraff
Agency: J. Walter Thompson, Chicago
Sr vp-acct dir, Will Howard
Acct suprs: Cynthia Caples, Dermid Eagen
Acct rep, Nancy Statza
Acct coor, Melissa Sturgeon

177. ZALE'S JEWELRY
Zale Corp.

	Media investments 1985	1984
Magazines	$ 601,000	$ 276,000
Natl. Sun. mags.	17,000	—
Network tv	8,853,000	4,420,000
Spot tv	3,860,000	3,755,000
Network radio	3,913,000	2,210,000
Outdoor	—	—
Network cable	90,000	(No data)
Newspapers	(No data)	(No data)
Total	**$17,334,000**	**$10,661,000**

Marketing/brand management:
Chmn, Kent Cort
Adv dir, Bill Harris
Rtl adv mgr, Becky Higgins
Agency: The Bloom Agency, Dallas
Sr vp-mgmt supr, Sherri Babcock
Acct supr, Betty Tapella
Acct exec, Jill Gibbon
Vp media, Jim Rienstra
Grp media dir, Janice Ponder

178. DEXATRIM REDUCING CAPSULES
Thompson Medical Co., Inc.

	Media investments 1985	1984
Magazines	$ 1,077,000	$ 2,396,000
Natl. Sun. mags.	—	—
Network tv	12,723,000	6,620,000
Spot tv	1,854,000	3,689,000
Network radio	—	—
Outdoor	—	—
Network cable	1,672,000	(No data)
Newspapers	—	—
Total	**$17,326,000**	**$12,705,000**

Marketing/brand management:
Vp mktg, Ron Stern
Brand mgr, Linda Holland
Dir media srvcs, Richard Zakin
Asst to dir, Pat Mattera
Agency: Saatchi & Saatchi, N.Y.
Exec vp-mgmt dir, Tom Lom
Sr vp-mgmt supr, Ericka Witnauer
Vp-acct supr, Charlotte Glinka
Sr vp media, Carol Karasick
Media dir, Steve Fajen
Acct coor, Nanette Schneeberg
Vp-assoc media dir, Ken Sacharin
Sr media plnr, Jeff Greif
Asst media plnr, Marianne Tracy
Sr vp-crtv dir, Don Blauweiss
Vp-deputy crtv dir, Richard Lynne

179. IVORY SHAMPOO & CONDITIONER
(Joint product ads)
The Procter & Gamble Co.

	Media investments 1985	1984
Magazines	$ 1,932,000	$1,466,000
Natl. Sun. mags.	—	—
Network tv	10,187,000	4,974,000
Spot tv	4,199,000	2,160,000
Network radio	392,000	120,000
Outdoor	—	—
Network cable	600,000	(No data)
Newspapers	—	—
Total	**$17,310,000**	**$8,720,000**

Marketing/brand management:
Div mgr, W. B. Connell
The media group includes:
Media dir, J. W. Van Cleave
Asst media dir, Gordon Young
Media mgrs: E. R. Plowden, Lynne C. Veil, James R. Maxwell III, Marian Grant
Media suprs: James P. Connell, S. E. Bentzinger, John Taylor, Stuart Kunkler
Net scheduler, Dinah J. Noble
Media assts: Judy Markel, Ann Barrows, Thomas F. Frank
Agency: D'Arcy Masius Benton & Bowles, New York
Adv mgr, Mike Thompson
Assoc adv mgr, John Bess
Brand mgr, Jim Ruehlmann
Acct supr, Judy Hu
Acct exec, Courtney Stimpson
Sr vp media, Richard Hamilton
Vp-assoc media dir, Jeri Dack
Asst media dir, Stephen Calder

180. HALLMARK CARDS
Hallmark Cards, Inc.
(Not including corporate ads, stuffed toys, etc.)

	Media investments 1985	1984
Magazines	—	$ 1,191,000
Natl. Sun. mags.	—	—
Network tv	$16,578,000	21,964,000
Spot tv	227,000	1,334,000
Network radio	—	—
Outdoor	—	—
Network cable	—	(No data)
Newspapers	493,000	219,000
Total	**$17,298,000**	**$24,708,000**

Marketing/brand management:
Dir adv & tv prog, Brad R. Moore
Mgr prod adv, Ira Stolzer
Mgr mktg comm, Nancy Matheny
Agency: Ogilvy & Mather, N.Y.
Sr vp-grp dir, Gene O'Sullivan
Vp-mgmt supr, Linda Cornelius
Vp-acct supr, Steven Harty
Sr vp-assoc media dir, Ray Simko
Vp-asst media dir, Kristy Allen

181. SEARS AUTOMOTIVE ITEMS
Sears Roebuck & Co.

	Media investments 1985	1984
Magazines	$ 1,000	—
Natl. Sun. mags.	—	—
Network tv	14,366,000	$18,030,000
Spot tv	1,250,000	971,000
Network radio	1,349,000	751,000
Outdoor	—	—
Network cable	324,000	(No data)
Newspapers	(No data)	(No data)
Total	**$17,290,000**	**$19,752,000**

Marketing/brand management:
Natl rtl adv mgr, William Cora
Natl adv srvc mgr, Jack Lewis
Mgr natl media srvcs (magazines, bdcst), Bernie Miller

Mgr bdcst oper, Barbara Drier
Agencies: Ogilvy & Mather, Chicago
(network tv prime time buying only)
Exec vp-managing dir, Bill Whitney
Sr vp-gm, Wim Slootweg
Sr vp-grp mgmt supr, Al Mager
Vp-mgmt suprs: Robert Vail, Randy Seffren
Acct supr, Dan Delaney
Acct supervision: Don Campbell, Jeff Totaro, Brenda Miller, Bruce Jasurda
Sr vp-media dir, Bill Behrmann
Media supr, Connie MacTaggart
Media plnr, Lisa Minella
Asst plnrs: Ketra Cover, Roman Martens, Laurie Koshgarian, Dina Kaplan
Stern Walters/Earle Ludgin, Chicago
(Direct marketing media)
Sr vp-mgmt rep, Maryanne Friend
Vp-acct suprs: Tom Radloff, Ruth Motzer
Vp-media dir, Don Kaminky
Media suprs: John Kacmarek, Linda McLaughlin
Hispanic markets agency: Hispania/JWT, Chicago
Sr vp-gm, Caroline Demy (N.Y.)
Acct supr, Marta Perez
Media dir, Nancy Tellet (N.Y.)

182. BARTLES & JAYMES WINE COOLER

Bartles & Jaymes

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$13,304,000	—
Spot tv	3,883,000	—
Network radio	—	—
Outdoor	—	—
Network cable	—	(No data)
Newspapers	—	—
Total	**$17,187,000**	—

Marketing/brand management:
Vp mktg, David Gallo
Vp brand mgmt, Gerry Glasgow
Mktg dir, Doug Rogers
Brand mgr, Craig Battisford
Media dir, Sue McClelland
Parent: E. & J. Gallo
Agency: Hal Riney, San Francisco
Sr vp-grp dir, Sam Hershfield
Acct supr, Marty Wenzell
Sr vp-media dir, Pat McCall
Assoc media dir, Jeanette Gatto
Media buyer, Paul McClure

183. WISK DETERGENT

Lever Brothers Co.

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	$ 257,000
Network tv	$10,371,000	12,818,000
Spot tv	6,398,000	5,186,000
Network radio	223,000	—
Outdoor	—	—
Network cable	101,000	(No data)
Newspapers	—	16,000
Total	**$17,093,000**	**$18,277,000**

Marketing/brand management:
Pres household prod div, John Cookson
Vp mktg, John Speirs
Mktg mgr, George Mayer
Parent: Unilever
Agency: BBDO, New York
Exec vp-sr mgmt rep, Kenneth Rogers
Sr vp-mgmt supr, William Heath
Vp-acct supr, Don Maurer
Vp-assoc media dir, Nora Gallick
Sr media plnr, Stella Sznajderman

184. LA BEER

Anheuser-Busch, Inc.

	Media investments 1985	1984
Magazines	—	$ 742,000
Natl. Sun. mags.	—	—
Network tv	$14,097,000	19,218,000
Spot tv	1,530,000	783,000
Network radio	66,000	2,036,000
Outdoor	21,000	872,000
Network cable	1,338,000	(No data)
Newspapers	20,000	1,618,000
Total	**$17,072,000**	**$25,269,000**

Marketing/brand management:
Exec vp mktg, Michael J. Roarty
Vp brand mgmt, Jack MacDonough
Vp corp media/sports mktg, Charles B. Fruit
Grp mktg mgr, Tom Sharbaugh
Prod mgr, Bob Gunthner
Agency: D'Arcy Masius Benton & Bowles, St. Louis
Sr vp-mgmt rep, Todd Abrams
Vp-acct grp supr, Tim Rodgers
Sr acct exec, Bill Morgan
Vp-assoc media dir, Nancy Elswick
Media mgr, William O'Neill

185. HILTON HOTELS

Hilton Corp.

(Not including ads solely for Hilton Hotels in Hawaii, Conrad Hotels, restaurants, etc.)

	Media investments 1985	1984
Magazines	$ 7,535,000	$ 5,719,000
Natl. Sun. mags.	174,000	4,000
Network tv	4,930,000	2,103,000
Spot tv	2,585,000	1,677,000
Network radio	—	—
Outdoor	1,648,000	1,576,000
Network cable	124,000	(No data)
Newspapers	—	—
Total	**$16,996,000**	**$11,079,000**

Marketing/brand management:
Vp mktg, James Collins
Brand mgr, Arthur Thompson
Agency: McCann-Erickson, L.A.
Vp-grp dir, Don Transeth
Acct suprs: John Thompson, Carol Begelman
Sr vp media, Debra Labinson
Vp-assoc media dir, Elsa Saldana
Media supr, Lorraine Klarl

186. TOYS "R" US STORES

Toys "R" Us, Inc.

	Media investments 1985	1984
Magazines	$ 2,464,000	$ 866,000
Natl. Sun. mags.	—	—
Network tv	3,294,000	—
Spot tv	10,781,000	13,045,000
Network radio	—	—
Outdoor	339,000	184,000
Network cable	—	(No data)
Newspapers	(No data)	(No data)
Total	**$16,878,000**	**$14,095,000**

Marketing/brand management:
Vp-mktg, Ernest Speranza
Mktg dir, Pam Troxel
Brand mgr, Susan Montecallo
Agency: Grey, New York
Sr vp-grp dir, Bob Ravitz
Vp-acct supr, John Cummo
Acct supr, Jane Steimer

Alphabetical index to 1985's top spenders is on page 55.

187. TIME MAGAZINE CIRCULATION

Time, Inc.

	Media investments 1985	1984
Magazines	$ 374,000	$ 153,000
Natl. Sun. mags.	—	—
Network tv	44,000	—
Spot tv	10,056,000	10,601,000
Network radio	—	—
Outdoor	—	—
Network cable	4,424,000	(No data)
Newspapers	1,907,000	1,444,000
Total	**$16,865,000**	**$12,198,000**

Marketing/brand management:
Dir corp circ prom, David Roberts
Agency: Wunderman, Ricotta & Kline, N.Y.
(Direct response tv)
Pres, Steven Dapper

188. CHEER DETERGENT

The Procter & Gamble Co.

	Media investments 1985	1984
Magazines	$ 922,000	—
Natl. Sun. mags.	—	—
Network tv	9,106,000	$2,676,000
Spot tv	6,290,000	6,778,000
Network radio	—	—
Outdoor	—	—
Network cable	441,000	(No data)
Newspapers	—	—
Total	**$16,759,000**	**$9,454,000**

Marketing/brand management:
Div mgr, B. L. Byrnes
The media group includes:
Media dir, J. W. Van Cleave
Asst media dir, Gordon Young
Media mgrs: E. R. Plowden, Lynne C. Veil, James R. Maxwell III, Marian Grant
Media suprs: James P. Connell, S. E. Bentzinger, John Taylor, Stuart Kunkler
Net scheduler, Dinah J. Noble
Media assts: Judy Markel, Ann Barrows, Thomas F. Frank
Agency: Leo Burnett, Chicago
Sr vp-grp dir, Peter Husting
Vp-acct dir, William McBride
Acct exec, Mary Dooley
Exec vp media srvcs div, Willard Hadlock
Media dir, Robert Kirkpatrick

189. ARBY'S RESTAURANTS

Arby's, Inc.

	Media investments 1985	1984
Magazines	$ 440,000	—
Natl. Sun. mags.	—	—
Network tv	5,803,000	$ 4,424,000
Spot tv	10,083,000	8,138,000
Network radio	—	—
Outdoor	397,000	462,000
Network cable	28,000	(No data)
Newspapers	(No data)	(No data)
Total	**$16,751,000**	**$13,024,000**

Marketing/brand management:
Grp vp mktg, Frank Belatti
Sr vp brand mgmt, Larry Krueger
Vp mktg, Tom Whitley
Dir sls prom, Melinda Ennis
Dir mktg srvcs, Mark Oatman
Dir mktg comm, Mark Stine
Parent: Royal Crown Cos.
Agency: Backer & Spielvogel, N.Y.
Sr vp-grp dir, Randy Lindel
Vp-acct supr, Phoebe Jane Moore
Acct supr, Tobi Hochman
Acct exec, Susan Haimowitz
Sr vp media, Charles Rutman
Media dir, Steve Auerbach

190. CAMAY SOAP

The Procter & Gamble Co.

	Media investments 1985	1984
Magazines	$ 2,318,000	$ 102,000
Natl. Sun. mags.	—	—
Network tv	9,483,000	530,000
Spot tv	4,276,000	622,000
Network radio	—	—
Outdoor	—	—
Network cable	589,000	(No data)
Newspapers	—	—
Total	**$16,666,000**	**$1,254,000**

Marketing/brand management:
Div mgr, C. C. Carroll
Adv mgr, R. H. Van Wagener
The media group includes:
Media dir, J. W. Van Cleave
Asst media dir, Gordon Young
Media mgrs: E. R. Plowden, Lynne C. Veil, James R. Maxwell III, Marian Grant
Media suprs: James P. Connell, S. E. Bentzinger, John Taylor, Stuart Kunkler
Net scheduler, Dinah J. Noble
Media assts: Judy Markel, Ann Barrows, Thomas F. Frank
Agency: Leo Burnett, Chicago
Sr vp-grp dir, Peter Husting
Vp-acct dir, Mary Bishop
Acct exec, Sharon D'Agostino
Exec vp media srvcs div, Willard Hadlock
Media dir, Robert Kirkpatrick

191. DORITO CHIPS

Frito-Lay, Inc.

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$13,053,000	$11,589,000
Spot tv	665,000	1,272,000
Network radio	1,804,000	338,000
Outdoor	—	—
Network cable	1,085,000	(No data)
Newspapers	10,000	—
Total	**$16,617,000**	**$13,199,000**

Marketing/brand management:
Sr vp sls & mktg, Leo Kiely
Vp brand mgmt, Laurie Veesan
Mktg dir, Mike Maloney
Dir adv srvcs, Pat Korr-Roschke
Parent: PepsiCo
Agency: Tracy-Locke, Dallas
Vp-acct supr, Terry Davenport
Vp-mgmt supr, Mike Rawlings
Acct exec, Irene Little
Vp-media dir, Jouette Travis
Media supr, Mike Ritzman
Assoc media supr, Bob Nichol

192. MAZDA RX7 CAR

Mazda Motors of America (Central), Inc.

	Media investments 1985	1984
Magazines	$ 5,543,000	$ 5,581,000
Natl. Sun. mags.	—	—
Network tv	9,095,000	6,000,000
Spot tv	1,122,000	1,533,000
Network radio	—	—
Outdoor	1,000	6,000
Network cable	469,000	(No data)
Newspapers*	362,000	405,000
Total	**$16,592,000**	**$13,525,000**

*M&MD estimates

Marketing/brand management:
Sr vp-gm, R. E. Hayden
Vp mktg, Duane Bowen
Sr vp-gm (MMA-East), Jim Trado
Agency: Foote, Cone & Belding, Los Angeles
Sr vp-grp mgmt dir, Welton Mansfield
Media dir, Robert MacDonald (Santa Ana)

193. HEAD & SHOULDERS SHAMPOO

The Procter & Gamble Co.

(Not including ads solely for Head & Shoulders Conditioning Shampoo)

	Media investments 1985	1984
Magazines	$ 2,629,000	$ 2,009,000
Natl. Sun. mags.	—	—
Network tv	8,222,000	10,240,000
Spot tv	3,827,000	4,127,000
Network radio	—	211,000
Outdoor	—	—
Network cable	1,854,000	(No data)
Newspapers	—	—
Total	**$16,532,000**	**$16,587,000**

Marketing/brand management:
Div mgr, W. B. Connell
The media group includes:
Media dir, J. W. Van Cleave
Asst media dir, Gordon Young
Media mgrs: E. R. Plowden, Lynne C. Veil, James R. Maxwell III, Marian Grant
Media suprs: James P. Connell, S. E. Bentzinger, John Taylor, Stuart Kunkler
Net scheduler, Dinah J. Noble
Media assts: Judy Markel, Ann Barrows, Thomas F. Frank
Agency: Tatham-Laird & Kudner, Chicago
Sr ptner-grp acct dir, Bob Hielscher
Mgmt supr, Dawn Hudson
Acct exec, Dirk Herrman
Asst acct exec, Janet Minnis
Dir media oper, Phillip Gerber
Assoc media dir, Mary Krueger
Media supr, Luann Hamel
Media plnr, Tim Koelzer
Asst plnr, Kristin Kurth
Print coor, Felicia Marshall

A Tale of Two Cities

In either the best or worst of economic times, it doesn't make sense to buy newspapers that can't effectively reach the whole Seattle-Tacoma CMSA. Though Tacoma is but a mere 35 miles south of Seattle, it is a market largely unreached by Seattle newspapers.

If you want to reach the entire metro area, add The Tacoma News Tribune to your advertising schedule. You'll reach 236,400 adults every day.

Reach the Tacoma portion of this market with a Tacoma newspaper. In terms of gaining results, it would be a fer, far better thing to do.

For more information, contact Doug Harris at 206-597-8757 or talk to a Sawyer-Ferguson-Walker representative.

The Tacoma News Tribune

P.O. BOX 11000,
TACOMA, WASHINGTON 98411

194. EXCEDRIN EXTRA-STRENGTH TABLET & CAPSULE ANALGESIC

(Joint product ads)

Bristol-Myers Co.

	Media investments 1985	1984
Magazines	$ 1,260,000	$ 719,000
Natl. Sun. mags.	—	—
Network tv	12,949,000	12,732,000
Spot tv	1,841,000	2,182,000
Network radio	—	117,000
Outdoor	—	—
Network cable	459,000	(No data)
Newspapers	—	—
Total	**$16,509,000**	**$15,750,000**

Marketing/brand management:
Sr vp sls & mktg, Steven Bear
Grp prod mgr, Patty Kriger
Mktg dir, Beth Culligan
Agency: D'Arcy Masius Benton & Bowles, New York
Vp-acct supr, James Barickman
Acct exec, Lorraine Arado
Asst acct exec, Mimi Myint-Hpu
Sr vp-mgmt supr, Lucille Cotungo
Exec vp, Rein Luik
Media plnr, Patience Fleming
Media plng dir, Eugene Huber

195. COVER GIRL MAKE-UP

Noxell Corp.

	Media investments 1985	1984
Magazines	$ 4,718,000	$ 3,735,000
Natl. Sun. mags.	—	—
Network tv	11,149,000	7,722,000
Spot tv	464,000	396,000
Network radio	—	—
Outdoor	—	—
Network cable	174,000	(No data)
Newspapers	—	—
Total	**$16,505,000**	**$11,853,000**

Marketing/brand management:
Vp cosmetic mktg, Peter M. Troup
Grp prod mgrs: A. Randy Floss, Donald S. Petit
Sr prod mgr, Robert K. McWilliams
Prod mgrs: Susan Sebulsky, Jane Mueller, Barbara Narris, Al Sanchez
Agency: SSC&B, New York
Exec vp, F. Stone Roberts
Sr vp-mgmt supr, Sheri L. Colenel
Vp-mgmt supr, Donna M. Squilla
Exec vp media, Robert Lilly
Vp-media dir, Loretta Volpe
Vp-assoc media dir, Priscilla Sager
Asst media dirs: Donna Cataldo, Kathy Martino

196. RENAULT ALLIANCE CAR

Renault Inc.

	Media investments 1985	1984
Magazines	$ 4,325,000	$ 4,013,000
Natl. Sun. mags.	—	—
Network tv	11,177,000	15,848,000
Spot tv	263,000	503,000
Network radio	—	—
Outdoor	171,000	222,000
Network cable	298,000	(No data)
Newspapers	227,000	53,000
Total	**$16,461,000**	**$20,639,000**

Marketing/brand management:
Renault:
Pres, Pierre Gazarian
AMC:
Dir adv & mkt plng, David L. Kerr
Adv mgr, Marvin Klein
Mgr media & budgets, Robert G. Wildberter
Parent: American Motors
Agency: Saatchi & Saatchi, N.Y.
Vc chmn, Phillip Voss
Vp-acct supr, David Van Peursch

197. CHEERIOS CEREAL

General Mills, Inc.

	Media investments 1985	1984
Magazines	$ 30,000	$ 3,000
Natl. Sun. mags.	—	—
Network tv	7,172,000	5,701,000
Spot tv	8,210,000	8,436,000
Network radio	—	—
Network cable	1,014,000	(No data)
Newspapers	10,000	14,000
Total	**$16,436,000**	**$14,154,000**

Marketing/brand management:
Vp-dir mktg srvcs, David D. Murphy
Prod mgr, Rick Schaeffer
Adv srvcs dir, Robert J. Blake
Media srvcs dir, Hal Nitch
Media mgr, Lon W. Bencini
Agency: DFS, New York

Exec vp-mgmt supr, E. F. Bunn
Vp-mgmt supr, Michael Burns
Exec vp-dir mktg servcs, Allen Banks
Sr vp-sr assoc media dir, Jack Irving
Vp-assoc media dir, R. Greenberg

198. LISTERINE MOUTHWASH

Warner-Lambert Co.

	Media investments 1985	1984
Magazines	$ 2,793,000	$ 3,378,000
Natl. Sun. mags.	—	—
Network tv	8,647,000	9,610,000
Spot tv	4,813,000	3,989,000
Network radio	—	—
Outdoor	—	—
Network cable	162,000	(No data)
Newspapers	—	10,000
Total	**$16,415,000**	**$16,987,000**

Marketing/brand management:
Vp mktg, John Walsh
Category dir, Anne Gladding
Sr brand mgr, Lynne Millheiser
Agency: J. Walter Thompson, New York
Sr vp-grp dir, Jack Morrissey
Vp-sr acct supr, Dolly Bodick
Acct exec, Chris Bohjalian
Exec vp-U.S. dir media srvcs, Richard Kostyra
Sr vp-dir media plng, John Gray
Vp-assoc media dir, Ronnie Beason
Media supr, Betsy Davis
Media, plnr, Anne Cutler

199. TOYOTA MR2 CAR

Toyota Motor Sales U.S.A., Inc.

	Media investments 1985	1984
Magazines	$ 4,637,000	—
Natl. Sun. mags.	—	—
Network tv	6,980,000	—
Spot tv	2,882,000	—
Network radio	10,000	—
Outdoor	295,000	—
Network cable	535,000	(No data)
Newspapers*	1,067,000	—
Total	**$16,406,000**	—

*M&MD estimate

Marketing/brand management:
Vp-mktg dir, George Borst
Brand mgmt, Charles Valentine
Brand mgr: Dave Danzer

Agency: DFS Dorland Worldwide/ S. Calif. (Torrance)
Sr vp-grp dir, Joe Chanin
Vp-grp act suprs: Warren Benjamin, Ray Damiano
Acct suprs: Dave Doyce, John Russell
Acct execs: John Bucci, Linda Malley, Steve Jett
Sr vp media, Richard Weigand
Sr vp-media dir, Nora Lapham
Assoc med dir, Katherine Galicich

200. NATIONAL PARAGON PARADE BOOK ADS

National Paragon Corp.

	Media investments 1985	1984
Magazines	—	—
Natl. Sun. mags.	$16,401,000	$ 9,439,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Outdoor	—	—
Network cable	—	(No data)
Newspapers	—	—
Total	**$16,401,000**	**$ 9,439,000**

Marketing/brand management:
Pres, Al Rosenthal
Agency: direct

The biggest-spending categories and their top brand families are listed beginning on page 56.

Sources

Consumer magazines and national Sunday magazines: Data summarized from the PIB Magazine Analysis prepared by Leading National Advertisers Inc. (LNA) of actual linage run in those publications. Expenditures are based on current one-time gross rates before discounts. Rates for national full-run insertions are based on ad size and coloration. Rates for regional and less than full-run insertions are determined by LNA editors based on circulation and rates supplied by the magazines. Covered are more than 135 consumer magazines and three national Sunday magazines, plus tear sheets of over 1,500 regional editions a year.

Newspapers: Data compiled by Media Records, which measured every ad in 213 daily and Sunday newspapers. Actual linage is multiplied by the applicable one-time general open-line rate. Dollar estimates include newspaper supplements, color comic sections, rotogravure, all color ads. *Marketing & Media Decisions* has added estimates of local expenditures in newspapers by the five leading chain retailers because the extent of their operations makes their brands, in effect, "nationally" advertised as well as distributed.

Network TV, Cable TV Networks, Network Radio: Broadcast Advertisers Reports (BAR) monitors the ABC, CBS and NBC television networks; six cable TV networks, CBN, CNN, ESPN, MTV, USA and WTBS (only 1985 data shown); and 15 radio networks aired by five network companies. The complete broadcast day, every day of the year is recorded on magnetic tape, from which BAR editors create sequential logs of programs and commercial activity. Program and/or time period rates are secured from various industry sources each month and are applied to the commercial activity, resulting in estimated brand expenditures in each medium.

Spot TV: Broadcast Advertisers Reports (BAR) monitors 319 stations in 75 top markets every month. New York, Los Angeles and Chicago stations are monitored every day. Stations in 72 markets are monitored for one random week each month. All monitoring is recorded on magnetic tape, with editors creating sequential logs of programs and commercial activity. Spot TV rates for each station are secured from various industry sources and are continuously updated. The one-week monitoring is projected to a full month and combined with the every-day monitoring in the top three markets to provide estimated brand expenditures. About 90% of the national/ regional spot TV dollars are spent in the 75 BAR markets.

Outdoor: Data are based on information submitted to Leading National Advertisers (LNA) at the request of the Institute of Outdoor Advertising by outdoor plant operators in markets of 100,000 population or over. Covered is about 80% of total national outdoor advertising expenditures.

Brand dollar estimates are retabulated by *Decisions* by major brand name from the data just described. This represents the one place where brand data from all these sources are presented together. The brand data in greater detail is also available from each of the organizations that compile the data. Leading National Advertisers publishes detailed listings of the information on magazines, national Sunday magazines, network tv, spot tv, network radio, and outdoor. References to LNA classifications are provided throughout this report for further reference in LNA's reports: Company/ Brand $; Class/Brand $.

The 200 team

Project editors: Patrick Kelly
Les Luchter

LEAD STORY.

Here's one for the books. Mendelsohn reports that for every advertising dollar spent, HBR delivers more affluent executive, managerial and administrative adults than Forbes or Fortune. If you want to reach the people at the top, reach for the Review.

Executive, Managerial, Administrative Adults
Readers per $/4-color Source: MMR 1985 (1986 rates)

Harvard Business Review
New York (212) 972-0740
Boston (617) 495-6182

cal medium — can be used for tailored local promotional efforts. Local radio promotions and tie-ins have become an increasingly effective and efficient way of building local excitement among both the consumer and the clients' sales force or resellers, be they agents or the trade. Tying in with local deejays, civic events, sports franchises, theme parks, concerts and the like can be a very effective way for advertisers to increase local market presence and sales.

Radio's growth the last several years has resulted from the medium's own built-in strengths and its strategic marketing efforts, as well as events themselves. The medium will be challenged to anticipate trends and react to them in the years ahead in order to continue to enjoy successful growth. If the medium continues to respond to the challenges, we envision that radio, on all levels, can continue to enjoy significant growth throughout the remainder of this decade, and indeed for the rest of this century. ■

NEWSPAPERS

by Lori Greenberg

Assistant media planner, BBDO

LEARNING TO MARKET

Newspapers have had to overcome many obstacles over the past decade, ranging from decreases in circulation and readership to censure from their peers. However, the industry has taken numerous steps to meet these competitive challenges and regain reader loyalties.

Editors have had to face a society with new values and expanded interests.

The newspaper industry came to the realization that change was needed when it experienced declines in circulation and circulation penetration (number of newspapers sold vs. population in a given market) back in the early 1970's. During this time readership committees met around the country and major readership projects were undertaken to determine readers' current needs. Newspapers were faced with a rapidly transforming society with new values and expanded interests, a society they could no longer approach in the same editorial manner.

One of the major readership studies was conducted in the late 1970's, commissioned through the American Society of Newspaper Editors as part of the Newspaper Readership Project. That study sought to determine the primary problems readers had with their newspapers. The study indentified the following areas that were not being addressed by newspapers:

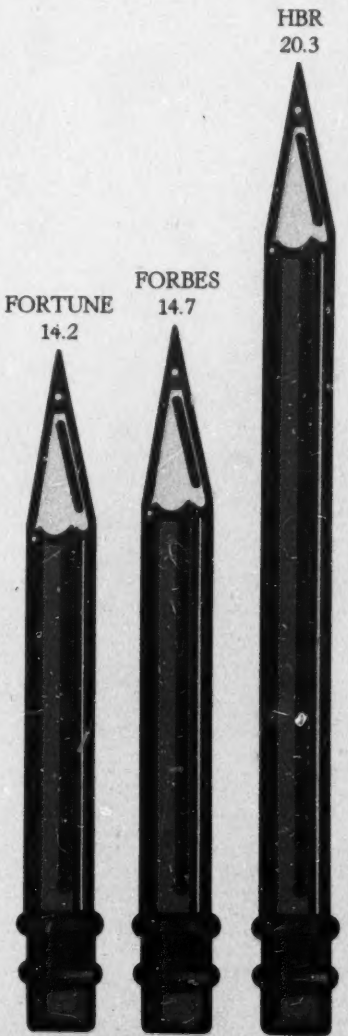
- Reader-editor gap
- New social contract
- Personal journalism
- Self-fulfillment
- Information explosion

Basically, a gap existed between what readers needed and expected and what editors were offering. Readers wanted news presented in a more personable fashion and information pertaining to themselves, their needs and daily problems. Readers especially noted a lack of adequate local news coverage, which they cited as important in establishing a more personal relationship with the newspaper.

In addition to these reader problems, newspapers had one more strike working against them: the era of the information explosion and the broad range of media choices. Increasing daily demands impinged upon people's time to involve themselves in an abundance of information.

TAKE NOTE.

Mendelsohn points out that for every advertising dollar, HBR delivers more affluent professional/managerial men aged 35-49 than Forbes or Fortune. If you want to reach the people at the top, reach for the Review.



Men, Professional/Managerial, Age 35-49
Readers per $/4-color Source: MMR 1985 (1986 rates)

Harvard Business Review
New York (212) 972-0740
Boston (617) 495-6182

The disorderliness of the editorial format turned readers away from newspapers. Readers wanted to pick and choose articles of interest and discard the rest.

The creation of special sections was the first step in servicing reader demands and targeting in on varied interests. Led by the *New York Times*, the industry began publishing separate sections focusing on one topic each day of the week. By 1979, most newspapers in the top 10 markets offered a specialized daily section. Smaller newspapers were soon to follow after experiencing reader requests for the same editorial changes.

Although special sections satisfied one aspect of readers' new requirements, newspapers were still not enjoying the circulation increases they had hoped for. Subsequently, newspapers began to rely on syndicated research and often conducted proprietary studies to better understand people's behavior and attitudes.

As the research uncovered who readers were, newspapers began modifying their product. The areas of health and fitness, entertainment, science and technology, business and personal finance increasingly showed up as topics of interest. Newspapers responded by offering special sections and columns about these subjects.

In response to the need for better and more expanded local coverage, newspapers have improved and reformulated their zoned editions within the past five years. Prior to this time, zoning was more of a geographic reprint of local front page news, with articles and advertisements dispersed throughout the paper. Recently, some zoned editions contain local sections with titles such as "Neighbor" distributed to different market areas.

Newspapers learned (or learned to accept) what other packaged goods advertisers already knew: They could increase circulation by increasing awareness in their respective markets. Perhaps one of the most aggressive actions taken has been in self-promotion. Newspaper advertising is not a new phenomenon. Subscription ads have appeared inside newspapers for years. What is new, however, is newspaper advertising in local media which has been steadily increasing year by year.

1980	58,900
1985	60,400
1970	62,100
1975	60,700
1980	62,200
1981	61,400
1982	62,500
1983	62,800
1984	63,100
1985	62,700

1980	17,418.4	–	1,042.1	–	18,460.5	–
1981	20,437.4	+17%	744.3	–29%	21,181.7	+15%
1982	22,828.9	+12%	1,112.6	+49%	23,941.5	+13%
1983	30,746.3	+34%	3,076.2	+176%	33,822.5	+41%
1984	33,164.0	+8%	3,660.8	+19%	36,824.9	+9%
1985	38,200.0	+15%	7,952.1	+117%	46,152.1	+25%

SKY HIGH.

The one publication read by more affluent professional/ managerial men in companies with more than 1,000 employees isn't Forbes or Fortune. It's HBR. If you want to reach the people at the top, reach for the Review.

Men, Professional/Managerial, 1,000+ Employees
Readers per $/4-color Source: MMR 1985 (1986 rates)

Harvard Business Review
New York (212) 972-0740
Boston (617) 495-6182

Exhibit II (page 146) illustrates total industry expenditures in spot television and spot radio since 1980. Much of this is due in part to the heavy competition and the necessity to steal market share.

With antiquated promotion departments evolving into full-scale marketing departments, some of the markets have turned into battlegrounds. Image-based campaigns denote the achievement of success by those who read the paper. Some use a comical approach and even state-of-the-art graphics to lure the potential reader sitting in front of that television set.

And many of these potential readers, which newspapers have fervently attempted to reach, fall within the 18-34 age range. Newspapers have historically experienced problems attracting young readers, but merely attributed it to the characteristics of youth. The main rationale had always been that once people settled down, married and began working, they would naturally read the paper to keep themselves informed of daily events. However, another readership study conducted in May 1976, "Young People & Newspapers," revealed that this pattern no longer held true. Newspaper penetration among 18-24 years olds declined from 71% in 1967 to 61% in 1974 and most recently to 55.2%.

The study cited eight major reasons as causes of the problem, which essentially parallel those stated earlier, except that television has had more of an impact on this generation. In order for newspapers to compete, they needed to incorporate the characteristics attracting people to television: summarized news, better organization, personalized writing, more representation of youth and more innovation.

An increase in leisure time and greater affluence was also noted as a cause of diminished reading. People wanted more information on entertainment, where to go and what to do.

And lastly, newspapers needed to combat their conservative image as being directed towards a middle-aged audience.

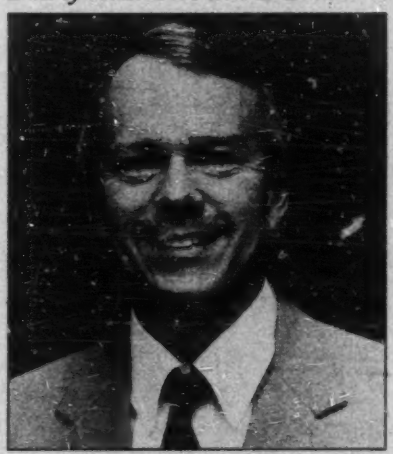
Today, many papers have included sections addressing entertainment and leisure. One example is "Calendar," a weekly entertainment tabloid in the *Orlando Sun-Sentinel* Sunday paper, introduced in late 1984. Advertising campaigns, as well, are being directed to the younger segment via television and radio, which can especially target this demographic due to programing selectivity.

Yes, newspapers have definitely made some headway since the commencement of long-term marketing efforts. Circulation has gradually risen over the past few years and many reader interests have been attended to. But the newspaper industry as a whole, while feeling positive about business, must always keep attuned to society's changing values and attitudes, remain flexible and be prepared to change itself to continue as the public's daily mirror. ■

PLANNING

by Stephen P. Phelps

Senior vice president, deputy director of media services, D'Arcy Masius Benton & Bowles



MEDIA PLANNING: THE MEASUREMENT . . . GAP

I am willing to wager my last TRP that if you were to ask 100 planners to guess the subject of this article, to a man (or rather, a person) they would say Single Source.

And why not? What other "buzz word" has so captured the imagination of our profession in such a short period of time? That is, with the possible exception of effective frequency, and maybe cable, not counting videotex and more recently VCR penetration and zapping, followed by split 30's — but then who's keeping count.

ECONOMIC EYE

THE PRICE OF LIBERTY

The three-day, $30 million Liberty Weekend set to subsume New York July 3-6 will fatten a few media coffers as much as it swells some American hearts.

Few doubt that Liberty Weekend will be a boost to tv in the usually sluggish summer months. "Normally early July is almost a dead spot, but this should add a lot to ABC's wallets," quips Paul M. Schulman, president of The Paul Schulman Co.

Indeed. ABC plunked down the highest bid of $10 million and won live coverage rights to the major events of the weekend. According to an ABC spokesman, the network had already approached sellout on June 10 of all commercial time for its 17.5 hours — 13 hours prime time, 4.5 hours daytime — of Liberty Weekend coverage. At $165,000 each for the 181 30-second prime time slots available, and $30,000 each for the 108 available 30-second daytime slots, ABC stands to pull in over $33.1 million — more than three times the $10 million it laid out for coverage rights.

CBS offers viewers two specials anchored by CBS News' Dan Rather. But according to a spokesman, the two-hour evening special July 3 and three-hour morning special July 4 have not been offered as a special package.

With the exception of a Nestle Foods Corp.-Kimberly-Clark Corp. joint-promotion, free-standing insert June 22 in Valassis' nearly 200 U.S. papers, newspaper sellers expect Liberty Weekend to benefit mostly local papers. The *New York Times*, for one, which ran a Liberty special section May 18, expects a related surge of restaurant, theater and retail ads. The same expectation prevails at the *New York Daily News*, which began special weekly Liberty editorial features in late May.

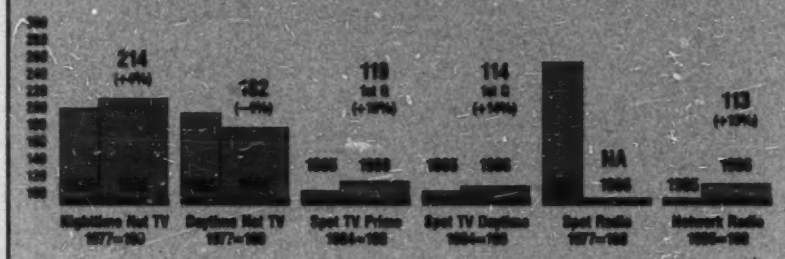
Fred Pfaff

MAGAZINE AD SCORECARD

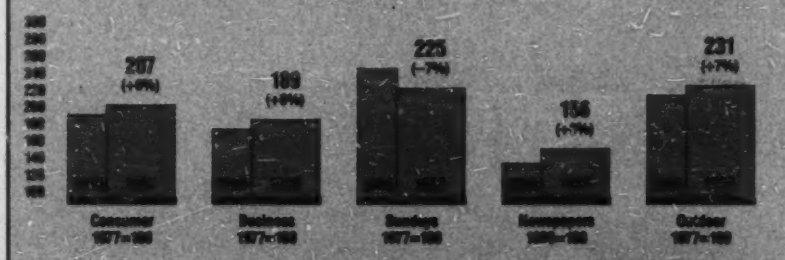
	Ad Pages May 1986	% change from May 1985	Dollars spent ($000)	% change from May 1985
1. Skin care, Creams, Lotions and Oils	157.12	+21.5%	$ 4,423.5	+27.6%
2. Lip and Eye Beauty Products	58.15	−41.3	2,150.1	−35.2
3. Scents and Fragrances	298.03	+9.3	7,728.6	+9.4
4. Facial Makeup Products	45.33	−43.3	1,970.8	−28.3
5. Prepared dinners and Entrees (including pizza)	28.05	−6.0	1,661.8	+2.9
6. Liquor	361.28	−4.9	15,039.7	+3.5
7. Cigarettes	644.67	+5.3	32,267.4	+11.4
8. Soaps and Detergents	46.93	+61.3	3,348.1	+93.9
9. Passenger Cars, Domestic	451.21	+8.4	23,165.2	+20.7
10. Passenger Cars, Imported	422.76	+18.2	19,615.2	+28.2

Source: Publishers Information Bureau as prepared by Leading National Advertisers

BROADCAST COST INDEX / MARCH



PRINT COST INDEX / MARCH



Sources:

Nighttime Network TV—Cost per average 30-second spot, 7:30-11 p.m. Monday-Saturday and 7-11 p.m. Sunday from Broadcast Advertisers Reports' (BAR) Network TV Service.

Daytime Network TV—Cost per average 30-second spot, 10 a.m.-4:30 p.m. Monday-Friday from BAR's Network TV Service.

Network Radio—Cost per average 30-second radio announcement from BAR's Network Radio Service.

Consumer Magazines estimate based on reported SRDS cost of a page, four-color in 40 national consumer magazines, as reported by Magazine Publishers Assn.

National Sunday Mags estimate based on published (rate cards) costs of a page, four-color in the national entries.

Daily Newspapers estimate based on Newspaper Advertising Bureau report of SRDS costs per agate line of a sample of 788 newspapers weighted to represent the universe.

Business Publications estimate based on reported SRDS cost of a page, four-color in 48 publications representing 42 business and professional classifications.

Outdoor Posters based on estimate prepared by Institute of Outdoor Advertising.

Spot Radio index represents cost of a 60-second spot in the top 100 markets from data supplied to Radio Expenditure Reports by major radio representatives.

How to read: Media Cost Index reflects latest available costs compared with base year. Percent change shows rate of change from the same month in previous year.
*YIH=Yearly index high *YIL=Yearly index low
*AVI=Average 1985 index

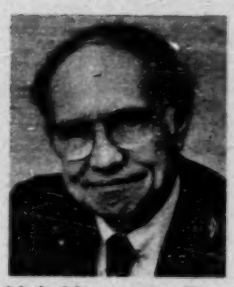
SALES PROMOTION

by Russ Bowman

THE 1985 ANNUAL REPORT

Expenditures for all advertising and sales promotion in 1985 reached $149.3 billion. And throughout the year there have been some pretty significant trends, both in general economic and demographic shifts as well as more specific trends for the marketing business.

Business people — especially marketing types — are flooded with data on economic and demographic trends. What's important are the implications on sales promotion planning and promotional media. Here, the message is clear. No longer can we view America as millions of households with Mom and Pop and 2.6 children, with hubby working and the wife busy all day in the kitchen and the nursery.



- Women will contribute 40% of family incomes by 1990 vs. 25% in 1980.
- In 1959 12% of families had two earners; today 40% do.
- From 1970-1983, single (non-family) households were up 89%.
- There are now more Americans over 65 than there are teenagers.
- People 50+ are the fastest growing segment with more wealth. They control over 80% of U.S. savings.
- Non-whites who accounted for 21% of the population in 1980 will grow to 42% in the next 100 years.

TOP 20 SPENDERS ON INCENTIVES

ABOVE AND BELOW AVERAGE INDUSTRY GROWTH

INDUSTRIES ABOVE AVERAGE GROWTH

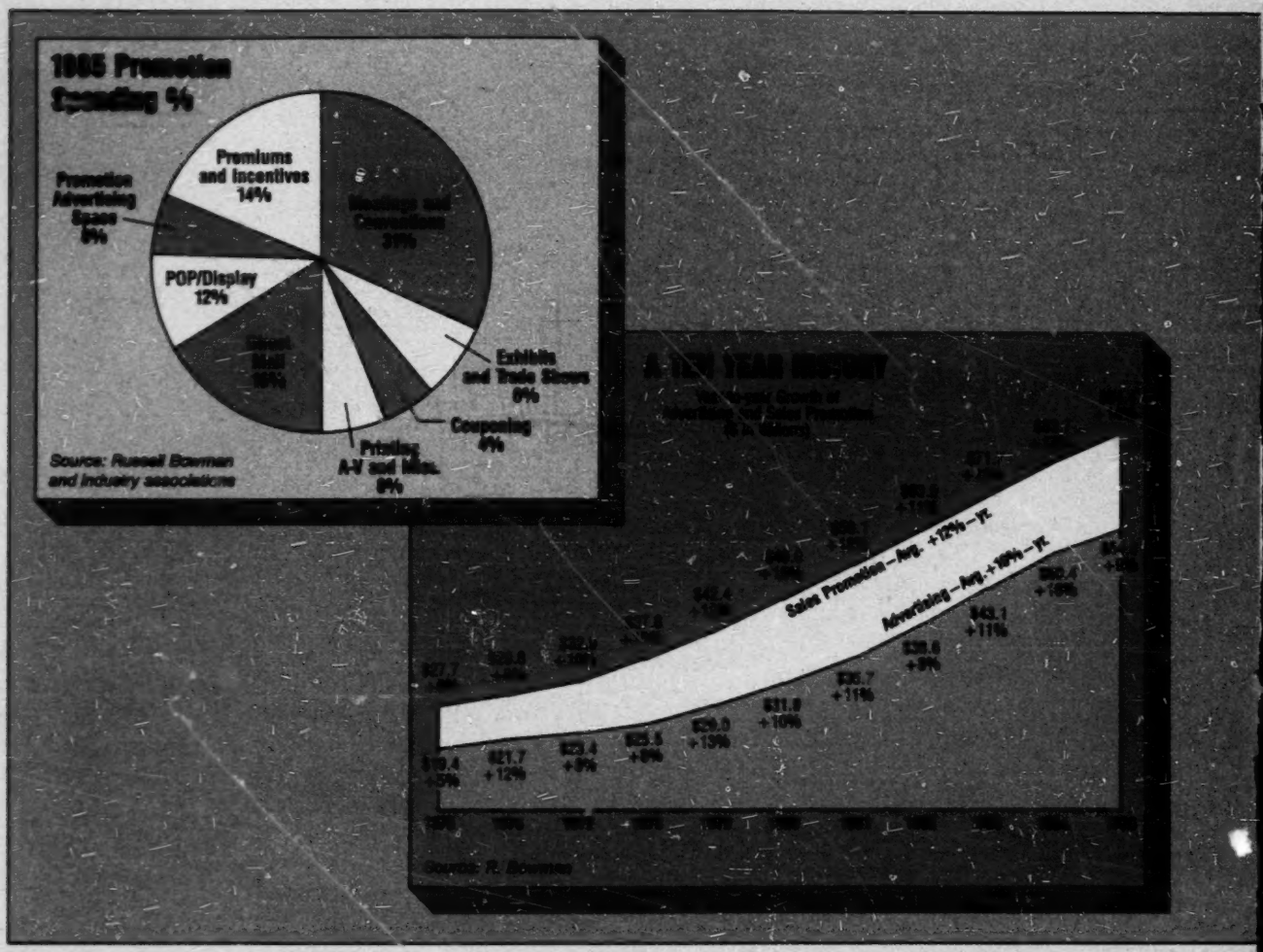
Industry	1985 Incent $*	% + vs. 84
Toiletries	$759,227	+8.4%
Insurance	$540,994	+8.7%
Auto/Trucks	$411,105	+8.6%
Radio/TV	$407,861	+9.8%
Building/Mat.	$276,240	+10.3%
Office Equip.	$249,129	+8.9%
Publ/Broadc.	$236,136	+8.7%
Heating/AC	$234,943	+9.9%
Beer, Soft Drinks	$195,595	+9.7%
Detergents	$193,000	+8.4%
Pharmaceuticals	$153,159	+8.1%

INDUSTRIES BELOW AVERAGE GROWTH

Industry	1985 Incent $*	% + vs. 84
Food Products	$1,291,654	+7.2%
Retail Grocery	$1,258,000	+2.9%
Auto Parts/Tires	$782,148	+7.6%
Gas & Oil	$238,304	+7.7%
Farm Equipment	$230,492	+5.5%
Banks/Loan Cos.	$208,510	+6.4%
Housewares	$203,144	+1.8%
Feed, Farm Supplies	$200,107	+5.2%
Appliances	$180,953	+7.7%

OVERALL INDUSTRY AVERAGE 7.8%

*Add 000



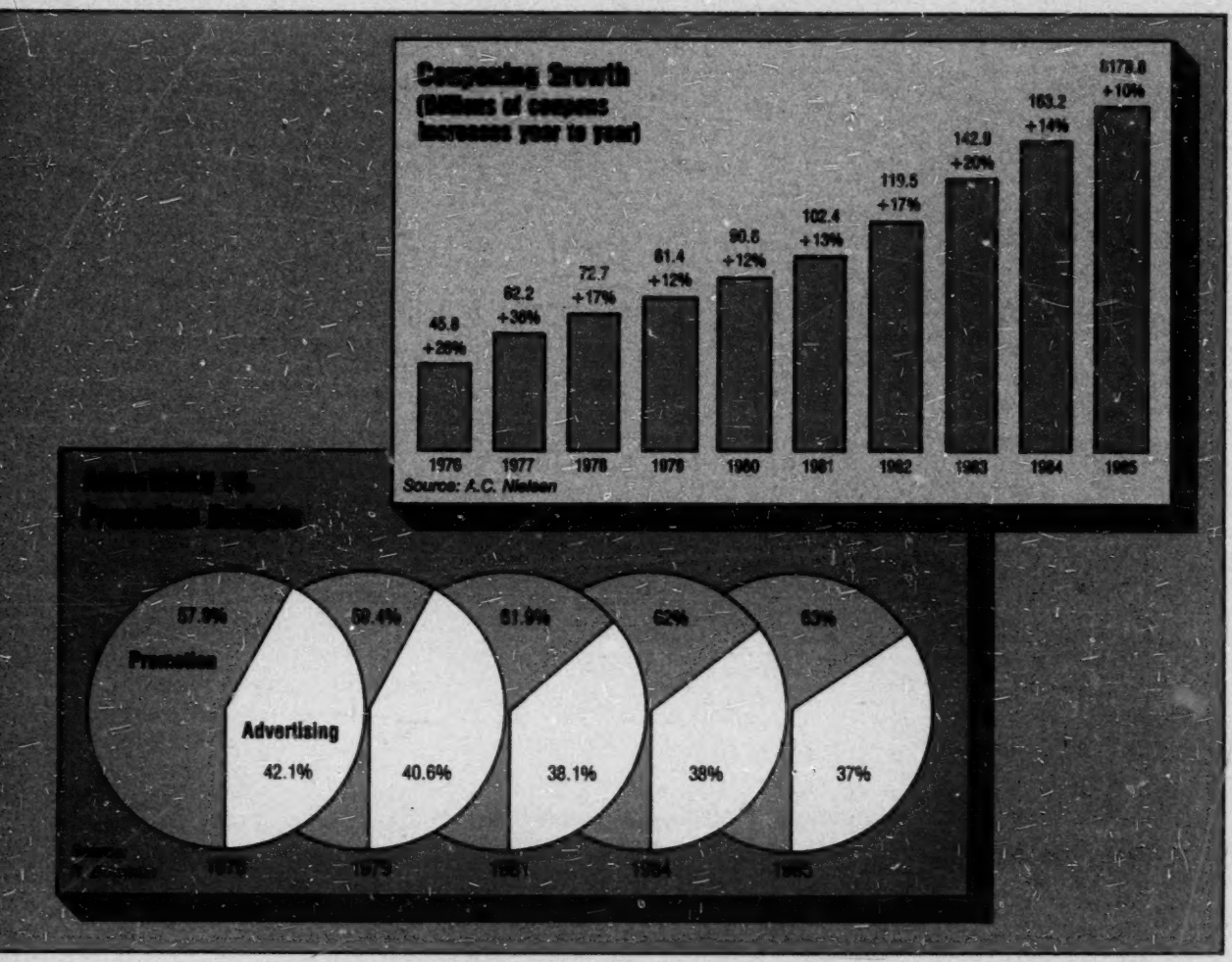
These societal changes are making changes in how marketers reach consumers. After a giant leap in spending for both advertising and promotion in 1984 due to a fast-paced business economy, the Olympics and an election year, 1985 looks like it will leave a record of more conservative growth. Promotion expenditures for 1985 are estimated at $94.4 billion, a 14% increase over 1984. Ad expenditures for 1985 are estimated at $54.8 billion, (a 9% rise) for the basic seven commissionable media. McCann-Erickson's report by Bob Coen carries an even more conservative 7.9% increase figure, but noted some rather startling changes. For example, "Network tv revenues plummeted by $241.8 million in 1985, the largest single-year drop in the history of television." There was also a sharp decline in magazine ad dollars in the second half of 1985.

Meanwhile, nearly all promotion spending is on the upswing. For instance, direct mail was up 12%, couponing up 10%, consumer premiums up 8.3%, sales incentives up 9.4%, etc. And in the restaurant business, for example, according to the National Restaurant Association, most of the growth in 1985 was due to promotions by the fast fooders.

But there are a few caution signs in the sales promotion arena. One would certainly be couponing trends. For two years now we have seen a decline in the rate of growth. Only three years ago (1983) the growth rate (20%) over the previous year was double that of last year. And worse yet, most redemption rates are down, some significantly. Direct mail, for instance, is down almost two percentage points in just two years to a mere 7%.

According to a recent study conducted by Burke Marketing, only 22% of the marketers felt coupon redemption rates were increasing. The same level (39%) felt rates were decreasing or staying the same.

Clearly the promotion business seems to be more open to options other than just more couponing. One report from Chicago's Summary Scan shows that in addition to the 180 billion coupons distributed in 1985, there were another 60 billion or so non-coupon promotional offers in print media, including sweepstakes, refunds, premi-



ums, etc. Kermit Myers, president of Summary Scan, believes this is a trend best illustrated by his intensive study of advertising in FSI's (free-standing inserts in Sunday newspapers). To prove his point, he analyzed a recent typical month's worth of promotional ads in all print media. Out of the 2,379 promotional ads, 26% were incentives other than coupons.

According to the editors of *Incentive Marketing*, "The robust recovery most marketers shared in 1984, which led to a major resurgence of incentive activity, did not last far into 1985." The premium incentive business was up 13.3% in 1984, and only 7.9% in 1985. (See chart pg. 172.)

Type of Ad	# of Programs	% of Total
Straight Coupons	929	39%
Coupons + Overlay	592	25%
New Prod./With Coupon	246	10%
Non-Coupon Prom. Ads.	612	26%
Total	2,379	100%

For three years in a row, sales incentives have been the leading growth category in the premium/incentive field. (The differences though, in annual growth rate from 1984 to 1985 were minor.) It is generally believed by companies involved in this area of promotion that motivating sales was the fastest and surest route to assuring sales goals.

It is interesting to note the industries that are above and below the 7.9% average industry growth. (See chart pg. 170.)

Leading the growth rate by a wide margin is building materials, a competitive but growing category due to the strength of new housing starts and the generally lower mortgage rates in recent years. A closely related industry, heating & air conditioning, showed the second-highest rate of growth (9.9%).

Point-of-purchase experienced continued growth in 1985 but, according to the Point of Purchase Advertising Institute, it now sees shifts due to "dramatic changes in consumer spending, retail stores, products and services."

1984-1985 Advertising & Sales Promotion Expenditures

Advertising	1984 $(000)	1984 % of Total	1984 +% vs. 83	1985 $(000)	1985 % of Total	1985 +% vs. 84
Television	$18,483	36%	+19%	$19,524	35%	+6%
Radio	5,697	11%	+10%	6,632	12%	+12%
Business Pub.	2,270	5%	+14%	2,375	4%	+5%
Con. Magazines	4,439	9%	+16%	4,640	8%	+4%
Newspapers	18,545	37%	+15%	20,776	38%	+12%
Farm Pub.	181	*	+11%	186	1%	+3%
Outdoor	872	2%	+10%	945	2%	+8%
TOTAL	$50,487	100%	+16%	$54,808	100%	+9%

Sales Promotion	1984 $(000)	1984 % of Total	1984 +% vs. 83	1985 $(000)	1985 % of Total	1985 +% vs. 84
Direct Mail	$13,800	17%	+17%	$15,500	16%	+12%
POP/Display	10,077	12%	+14%	11,085	12%	+10%
Premiums & Incentives	11,831	14%	+13%	12,770	14%	+8%
Meetings & Conventions	25,552	30%	+17%	29,870	31%	+17%
Trade Shows & Exhibits	5,002	6%	+15%	5,802	6%	+16%
Prom. Advert.	7,199	9%	+20%	7,604	8%	+6%
Print/AV/Misc.	6,819	8%	+15%	7,910	8%	+16%
Coupon Redemp.	3,432	4%	+26%	3,953	4%	+15%
TOTAL	$83,712	100%	+17%	$94,494	100%	+14%
GRAND TOTAL	**$134,199**	–	**+17%**	**$149,302**	–	**+11%**

Source: R. Bowman

THE INCENTIVE FIELD AT A GLANCE

	1984 EXPENDITURES	% CHANGE	1985 EXPENDITURES	% CHANGE
	(ALL FIGURES IN THOUSANDS – NOT OMITTED)			
SALES INCENTIVES	$2,994,320	19.9	$3,264,670	9.0
Merchandise	2,270,834	19.5	2,465,214	8.6
Travel	723,486	21.3	799,456	10.5
DEALER INCENTIVES	$2,046,792	12.2	$2,226,083	8.8
Merchandise	1,345,576	11.4	1,456,672	8.3
Travel	700,216	13.5	771,391	10.2
MERCHANDISE TOTAL	$3,905,410	16.3	$3,924,886	0.5
TRAVEL TOTAL	$1,423,702	17.5	$1,567,856	10.1
TRADE TOTAL	$5,329,112	16.6	$5,492,742	3.1
BUSINESS GIFTS	$1,122,184	8.5	$1,179,502	5.1
CONSUMER PREMIUMS				
Product Promotion:	$9,258,402	11.4	$9,629,492	4.0
• Mail-In Offers	1,700,310	11.5	1,827,436	7.5
• Direct Premiums	1,652,092	11.2	1,702,655	3.1
Retail Promotion:	$2,326,000	11.6	$2,468,500	6.1
• Trading Stamps	554,000	4.5	522,000	–5.8
• Other Retail Premiums	1,772,000	14.0	1,946,500	9.8
CONSUMER TOTAL	$5,578,402	11.5	$5,997,992	7.4
TOTAL USAGE	$11,829,678	13.9	$12,719,230	7.5

Source: Incentive Marketing

From 1974 to 1984 the number of shopping centers increased by 70% and square footage increased by 80%. However, population expanded by only 12%, resulting in more stores and more retail space per capita. "With more stores and less customers, retailers must be careful not to fall into the trap of the 'all things to all people marketing approach.' " As a result POP/display will play a more important role in establishing retailers' identity. POPAI estimates that electronic retailing will "skyrocket to $17 billion in the next five years." If so, POP will grow with it, but these predictions should be viewed with considerable caution.

Once again the meetings and conventions business dominates the overall promotion arena with nearly $30 billion in 1985 expenditures. According to Mel Hosansky, editor-in-chief of *Meetings & Conventions* magazine, expenditures are growing at a faster rate than persons attending or frequency of meetings, indicating the importance management places on motivating salespeople, dealers, wholesalers, etc. From another viewpoint, most of the audio-visual industry is experiencing strong growth trends. Sam Sugarman, president of Meeting Makers, a New York meeting planner and audio visual producer, said his firm posted a 40% increase in 1985.

The sales promotion business appears to be "on a roll," but rather obviously searching for change and innovation. There seems to be plenty of new ideas around, but not many are making it big (See June "Sales Promotion" column, *M&MD*, pg. 140.) In the consumer category, couponing has been the dominant technique for years and most of the other devices haven't changed their share significantly. The annual Dancer Fitzgerald Sample promotion review shows couponing represented 70% of the 10,975 promotions in media and in-store. That's not much of a change from the 69% reported in both 1983 and 1984. Both premiums and refunds have been in the 7% to 8% range for the past three years, according to the DFS review.

NOTE

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